

NIKKI WEBBER ALLEN

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TALENT RELATIONS EXECUTIVE

FILM / TELEVISION / VIDEO — MARKETING & PRODUCTION

Award winning talent relations executive with a dynamic career in scripted/unscripted TV shows, feature films, TV commercials, and marketing campaigns. Proven creative instincts with extensive experience sourcing, developing, and producing broadly popular, high-quality entertainment projects from inception to launch. Passion to inspire creative brilliance and organizational clarity, motivate and influence talent, and mobilize teams and resources toward a common vision. Upbeat and versatile problem solver.

- ▶ **Won 2 Daytime Emmy Awards.**
- ▶ **Integral in developing 100+ programs and marketing campaigns** at TV One, including original TV series *Unsung*, a 6X NAACP Image Award winner.
- ▶ **Helped build TV One into a competitive international cable network:** produced original concept reel that sold COMCAST on the idea of launching TV One, now an international cable television network with \$150M+ in annual revenue and 100+ employees.
- ▶ **Established TV One talent division from startup**, procured and managed A-list talent for major network initiatives.
- ▶ **Cultivated deep network of strategic partnerships in the entertainment community** such as producers, directors, script writers, managers, publicists, talent agents, artists, and talent, including A-list creators and celebrities.

PROFESSIONAL EXPERIENCE

Founder & President | I LIVE FOR FOUNDATION, INC. | Washington, DC | 6/2016 – present

Launched 501(c)(3) nonprofit with mission to end mental health stigma among teens and young adults through authentic storytelling. Spearhead vision, business strategy, strategic partnerships, financing, fundraising, budgeting, event planning, speaking engagements, talent booking, creative development, production, digital marketing, outreach, and publicity. Manage 11 contractors.

- **Leveraging broad network, obtained \$150K+ in services:** pro bono legal services, media and PR, web development/design, photography, and story editing. In 2 years, generated \$100K+ in donations from 4 successful fundraisers.
- **Developing, producing, and directing documentary film;** creating original videos, developing content, and curating content for social media campaign #StoriesBreakStigma around mental health.
- **Delivered TED Talk** that was selected by TED curators as a featured Talk of the Day on TED.com, translated into 30 languages (including American Sign Language), and garnered 2.3M views worldwide.
- **Partner with celebrities, community organizations and other key stakeholders** for media appearances and live panel discussions. Appear on air, online, in publications, and in national awareness campaigns. Present at colleges and universities.

Consultant, Talent Booking & Talent Relations | 21ST CENTURY FOX, INC. | Los Angeles, CA | 6/2015 – 1/2016

Recruited to book diverse talent, negotiate talent deals, and provide on-set talent management for in-house initiatives. Partnering with EVP of Audience Strategy, developed concept, platform, and content to broaden diversity in programming, both behind and in front of the camera, for all TV, Film, and Digital divisions across 21st Century Fox businesses.

- **Co-created original concept** for "Storyteller Instagram Project" and "Cultural Instagators" and content for in-house sharing.
- **Filled database with 200+ fresh faces/entertainment industry talent** for initiatives designed to increase diversity efforts.
- **Field produced stories about hot cultural trends/events** to incite creatives (Art Basel, Prizm, Swizz Beatz: Art Meets Hip Hop).

Vice President, Talent Relations | TV ONE (owned by Urban One) | Los Angeles, CA | 6/2004 – 6/2014

Recruited as Director promoted to VP. Grew startup by securing and managing roster of high-profile talent that resonated with our audience, advertisers, and affiliates. Built and leveraged relationships in Hollywood, offsetting limited funds and reach. Led talent procurement for Marketing & Creative Services, Programming, Publicity, Digital Media, and Ad Sales. Identified talent, negotiated talent agreements, developed and managed shows and marketing campaigns around them.

- **Created Talent Relations Department;** set best practices; managed on-air talent, staff and contractors; built brand visibility in Hollywood and New York and turned network into a premier destination for African American talent.
- **Over tenure, secured, negotiated, and managed talent for 500+ TV shows,** marketing and promotional shoots, publicity appearances and red carpet events including NAACP Awards, Gospel Music's Stellar Awards

- **Co-created on-air and print marketing campaigns** including the award-winning "My Black is Beautiful" campaign which promoted a more authentic beauty standard and sought to improve the way African American women are portrayed in popular culture.
- **Contracted talent to star in revenue generating, cross-platform, integrated marketing campaigns** for clients, including Wal-Mart, Procter & Gamble, Ford, and American Airlines. Campaigns included plays on TV One, Radio One, and Interactive One.
- **Led logistics for celebrity driven experiential marketing activations;** including created TV One fan experiences and original content for digital and television platforms at the annual Essence Music Festival, the world's largest cultural and entertainment experience targeting the African American audience.

Coordinating Producer | ABC, Who Wants to Be a Millionaire | New York, NY | 8/1999 – 3/2001

Managed contestant department of 13 associate producers, led national contestant search and selection process, and prepped contestants and on-air hosts. Served as media spokesperson in markets nationwide, delivering TV, radio, and print interviews.

- **Co-developed and launched U.S. premiere of "Who Wants to Be a Millionaire"** as a nightly strip show; became a pop culture phenomenon and the #1-rated show on network TV; credited with saving the network by catapulting ABC to top rating.
- **Served as media spokesperson and led a 2-week, 8-city talent search**, auditioning 1500+ people daily with team; show's popularity magnetized massive turnout and news cameras, which shut down city blocks and required police escorts.
- **Booked and managed celebrity editions**, which included Jon Stewart, Queen Latifah, Snoop Dog, Alec Baldwin, Vanessa Williams, Ray Romano, and Keith Richardson of the Rolling Stones.
- **Revamped contest search process** after identifying inherent bias, tripling diversity/inclusion of contestant pool.

Other Experience — Advanced up the ranks and learned all aspects of music video, film, and TV casting, development, and production at HBO, MTV, ABC, Warner Bros TV, Dick Clark Productions, Sony TV, Sony Music, BET, and more. Contracts include:

Field Producer/AD, "Infamy," VH1, 2020-Present

On-Air Host, "Life Effects" Podcast, SLATE MAGAZINE & SLATE STUDIOS, 2017-2018

Field Producer, "Who's Got Game," MTV, 2003-2004

Associate Producer & Associate Story Producer, "The Last Resort," ABC Family, 2002-2003

Casting Producer, "ElimiDate," Telepictures/Warner Bros TV, 2001-2002

AFFILIATIONS

Board Member, Humanities Counsel of Washington, DC (Mayoral Appointee) | Poll Worker 2020 Presidential Election | Volunteer, New York Cares & DC Cares |

Completed Kona, Hawaii Marathon Ironman Course and raised \$5K Team Diabetes. | TM Outreach to Communities of Color Women in Film & Video, Washington, DC | International Documentary Association

PRESENTATIONS & PUBLICATIONS

FRESH Speakers — Selected to join their speaker's bureau as a 21st Century Thought Leader | All American Speakers TED Talks | NPR | CNN | NBC | The Washington Post | Huffington Post | Providence Journal | Psychology Today | Harvard University School of Medicine | Columbia University School of Medicine | Rhode Island College | Peace Love Storytellers | Black Star Film Festival | Girls Inspire Summit

EDUCATION & DEVELOPMENT

MA, Media Studies, THE NEW SCHOOL, New York, NY | **BA**, Communications, RUTGERS UNIVERSITY, New Brunswick, NJ
Laban Movement Studies | Psychological First Aid | TED Residency Program | Marie Forleo B-School for Social Entrepreneurs | Walter Kaitz Fellowship Program