

## KEVIN ZHENG

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LOS ANGELES, CA · EN · 中文

## Brand Partnerships &amp; Growth Operator

500M+

COMBINED STREAMS  
ACROSS DSPS

\$8–10M+

IN CLOSED PARTNERSHIP,  
TOURING & LICENSING  
VALUE

100+

NATIONAL MEDIA  
PLACEMENTS LANDED

30+

CLINICIANS POSITIONED  
FOR TOP-TIER PRESS

## [ 01 ] SELECTED PARTNERS

HBO · NETFLIX · TOMMY HILFIGER · TOYOTA · SPOTIFY · INSTAGRAM · ADIDAS · VANS · GOOSE ISLAND · VFILES · LAIRD &amp; PARTNERS · SONY MUSIC PUBLISHING · CAROLINE

## [ 02 ] SELECTED CASE STUDIES

CASE  
01 / 04

## Joey Purp LLC

CO-FOUNDER &amp; GENERAL MANAGER · 2015–2024 · ARTIST DEVELOPMENT · PUBLISHING · GLOBAL TOURING

Helped co-found Joey Purp LLC and ran it as GM for nearly a decade — building a *single-artist enterprise* into a \$10–15M annual revenue operation across publishing, distribution, sponsorship, and global touring.

500M+ COMBINED STREAMS

\$10–15M ANNUAL REVENUE

2 LATE-NIGHT TV SPOTS

Sony / Caroline PUBLISHING · DISTRIBUTION

CASE  
02 / 04

## Tommy Hilfiger × Gigi Hadid

SYNC LICENSING &amp; TALENT ALIGNMENT · FALL 2017 · VIA LAIRD &amp; PARTNERS

Brokered the sync of Joey Purp's "Girls @" into Tommy Hilfiger's Fall 2017 global campaign starring Gigi Hadid — placing an independent artist's record into one of the year's largest fashion launches.

725K+ TOMMY HILFIGER FOLLOWERS

90% GEN-Z / MILLENNIAL REACH

2 CONTINENTS · GLOBAL ROLLOUT

F/W '17 GLOBAL CAMPAIGN

CASE  
03 / 04

## The Brand Partnership Engine

ORIGINATION · STRUCTURE · NEGOTIATION · ACTIVATION · \$8–10M+ LIFETIME

Operated a brand partnership engine closing \$1.5M+ per year against CMOs and VP-level marketing teams at Fortune 500 and culture-defining brands across television, streaming, automotive, fashion, footwear, and beverage.

\$8–10M+ LIFETIME CLOSED VALUE

\$1.5M+ / yr ANNUAL DEAL FLOW

10+ BLUE-CHIP BRANDS

6 INDUSTRIES COVERED

CASE  
04 / 04

## Behavioral Health Communications

PR SPECIALIST &amp; CAMPAIGN MANAGER · YOUR BEHAVIORAL HEALTH · 2024 – PRESENT

Lead PR and integrated campaigns for a multi-brand behavioral health organization — building a *clinician positioning machine* that lands experts in top-tier publications at the cadence of a major PR agency.

30+ CLINICIANS POSITIONED

100+ MEDIA PLACEMENTS

7–9 / mo PLACEMENT CADENCE

10M+ MEDIA IMPRESSIONS

## [ 03 ] ABOUT

Kevin Zheng is a brand partnerships and growth operator with 12+ years across entertainment, media, and healthcare. He has closed \$8–10M+ in deals with HBO, Netflix, Tommy Hilfiger, Toyota, and Spotify; co-founded and operated a \$10–15M artist management company with 500M+ streams; and now leads communications for one of LA's fastest-growing behavioral health operations.

BASED

Los Angeles, CA

LANGUAGES

English · Mandarin (中文)

AVAILABLE FOR

Partnerships · BD · Comms Leadership

## [ 04 ] SELECTED PRESS

TIME \* Forbes \* Rolling Stone \* HuffPost \* Pitchfork \* Complex \* FADER \* Highsnobiety \* Billboard \* VICE \* Real Simple \* Healthline \* Good Housekeeping