

New York
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Adriel Ortiz

Brand & Content Strategist | Music + Culture

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About me

Creative and digital strategist rooted in NYC's music and fashion scenes, with 15+ years of experience turning cultural energy into impactful campaigns, content, and brand narratives. I specialize in building social strategies and immersive experiences that drive visibility, community engagement, and cultural relevance. Passionate about supporting emerging artists and helping brands show up authentically in real and digital spaces.

Career highlights:

Event Production & Social Campaigns

Alife Sessions, NY, NY
January 2014 - June 2017

Digital Marketing Consultant

eOne Music, NY, NY
January 2013 - January 2017

Artist Management/Development

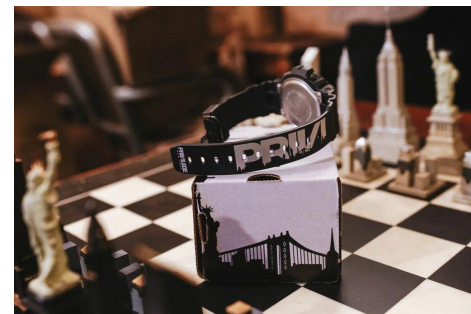
Action Bronson, NY, NY
January 2008 - January 2011

STRATEGIC PARTNERSHIPS & COLLABORATIONS

PRIVILEGE X G-SHOCK



Worked closely with G-Shock team to design a limited edition co-branded watch. Directed photoshoots and digital content rollout.





LAFAYETTE X FILA

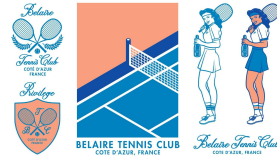
Connected Lafayette with its first major footwear partner through personal industry relationships—launching a series of exclusive sneaker and apparel releases.

Lafayette



LAFAYETTE X JOHNNY NUNEZ

Curated photos from Johnny Nuñez's private archive and collaborated on merch capsule. Directed content and influencer strategy.



PRIVILEGE X BELAIRE

Developed a collab with Belaire Rose. Designed merch, styled shoots, and curated visuals for social media

× THE HALAL GUYS

COACH JACKET



LFYT X HALAL GUYS

Negotiated collaboration and led digital strategy including campaign messaging, budget, and rollout timeline.



LFYT X TOKISCHA

Collaborated with artists label and freelance designer to release merch drop with styled content and influencer activation.



ARTIST COLLABORATIONS

Worked with labels and talent on product design, campaign strategy, and visual content development.