

WE ❤️ NYC Creative Fact Sheet
March 2023

Led by [MaryamB](#)

- Founder: Maryam Banikarim
- Founder: Andrew Lerner
- Head of Integrated Marketing: Debra Goetz
- Head of Social: Courtney Brown Warren
- Partnership Team: Jesse Kranzler, Lara Mosko
- Social Team: Natasha Lerner, Sabrina Cartan, Soshy Petroulas

Lead Creative Agency [Founders](#)

- Founder & Chief Operating Officer: Tanya De Poli
- Founder & Chief Creative Officer: Checha Agost Carreño
- Creative Team: Katie Reid, Kristen Mizushima, Martin Alfred, Felipe Rostagnol, Angel Cedeño, Agustina Rodriguez, Camila Barrera, Shake Turton, Meghan Smart, Ezequiel Rivadeneira, Anibal La Torre.
- Head of Production: Delfina Lamino
- Head of Strategy: Alma Berruecos
- Lead Project Manager: Emma Tonetti
- Digital Strategist: Nahir Schumacher
- Digital Project Manager: Agustina Matijas

Lead Digital, Media, Analytics Agency [Grain Group](#)

- Chief Digital Officer: Ben Jurist
- Chief Strategy Officer: Agatha Chang
- Director of Integrated Strategy and Partnerships: Courtney Brodie
- Head of Business Insights and Analytics: Casey O'Brien
- Director of Performance Media: Jared Skwiersky
- Digital Producer Augustina Dickinson
- Associate Digital Producer: Hailey Rosenfield
- UX/UI: Grain Group Studios

Activation

- Broadway League: Charlotte St. Martin, Josh Cacchione
- Empire Outlets: Michael Lipke, Isidoro Albino
- Fund for Public Housing: Alex Zablocki
- GenEquality: Sherry Hakimi
- Macy's: Scott Devine, Manuel Urquizo, Will Coss
- Madison Square Garden: Rich Constable, Joel Fisher
- Times Square Alliance: Tom Harris, Damian Santucci, TJ Witham, Darcy Sampson
- Tishman Speyer: Anna DeJesus, Aimee Drummey, Cristina Tsanas

Advisors

- Accenture: Robert Harles
- Advertising Club of New York: Gina Grillo
- BravinLee Programs: Karen Bravin
- Collab, Inc: Eric Jacks
- GaryBagleyNYC: Gary Bagley
- Lafayette 148 New York: Alex Gobo, Carol Schuster
- Ogilvy: Shelly Lazarus
- Open Mind Strategy: Robin Haftiz

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Communications

- Edelman: Andrea Hagelgans, Djenny Passe, Lisa Kovitz, Tiffany Telemaque, Margot Edelman, Matt Harrington, Noah Gardy
- Polk & Co

Creative Partners

- Michael Ferguson
- Moxie Pictures
- Our Man In Havana: Andrew Golomb
- Saam Gabbay
- WPP / VMLY&R

Logo

- Graham Clifford Design: Graham Clifford
- Emoji Illustrator: Rox Cristaldo

Media

- Advance Local / MV Digital
- Charter Communications
- Clear Channel
- EMG
- Epicenter
- First Republic
- IAC / The Daily Beast
- IBM / Weather Channel
- Intersection / LinkNYC
- JCDecaux
- Meta
- Nasdaq
- NBC Universal
- Outfront
- Paramount/Viacom/CBS
- Spotify
- Spyscape
- The City
- The Meteor
- TikTok
- US News & World Report
- Vox / New York Magazine
- Warner Bros / Discovery

Poster Artists

- Agustina Rodriguez
- Alan Wesley
- Angel Cedeño
- Bozhidar Ivan
- Emanuela Belovarski
- Ezequiel Rivadeneira
- Fabian Olaya
- Faye Larkin
- Juan Ghab Saucedo

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- Lucas Fernandez
- Manya Scheiss
- Maxi Macdonnell
- Santiago Estevez
- Shakeyla Turton
- Vessela Karapetrova
- Yossi Lemel

Production

- 3D Creative Direction, Design and Animation: Blunt Action / Ethan Jakab, Richard Hampton, Jared Bellon
- Production: Duggal Visual Solutions / Marc Lovci

Real Estate Partners

- BXP / Boston Properties
- Chelsea Factory
- Fisher Brothers
- Hearst Building
- Jamestown Properties / Chelsea Market
- Jamestown Properties / Industry City
- MSG
- Nicotra Group
- Related
- RxR
- Tishman Speyer
- Two Trees
- Vornado

Technology

- FlowCode
- IBM/Watson
- Salesforce
- Sprinklr

Writer's Room

- An Phung
- Bob Kappstatler
- Jared Giles
- Jen Carlson
- Jen Chung
- LaShauna Johnson
- Lucy Zachman
- Mark Heavey
- Mark Katz
- Marshall Heyman
- Monica Leas
- Troy Surratt