

A professional headshot of Marissa Nance, a woman with long, wavy, light brown hair, smiling warmly at the camera. She is wearing a dark, possibly black, top. The background is a neutral, light gray.

Marissa Nance

CELEBRATED AUTHOR
AWARD-WINNING MARKETER
MICROcultural™
AUDIENCE ADVOCATE
NOTABLE FOUNDER & CEO

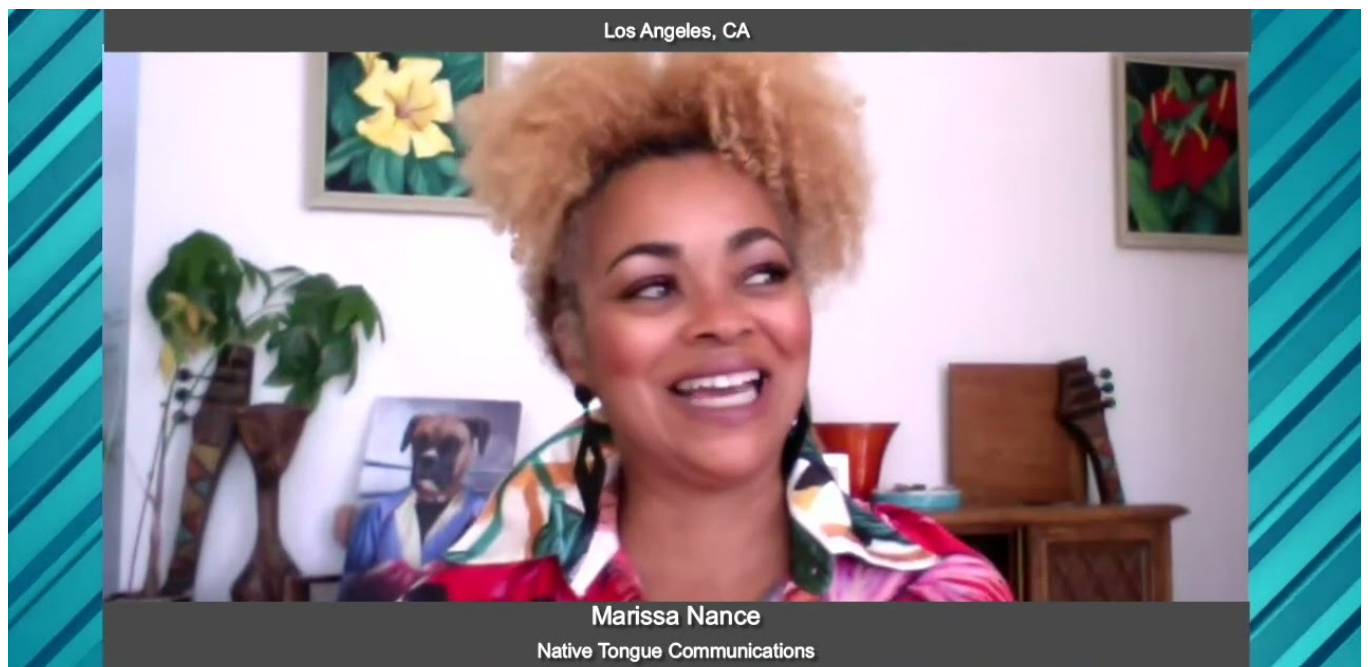
MEDIA KIT

www.nativetonguecommunications.com

Hi. I'm Marissa!

AUTHOR – ADVOCATE – ADVERTISER

Industry Innovator, **Marissa Nance**, is the Founder & CEO of Native Tongue Communications. Marissa lends her **30+ years of celebrated experience** to every element of the agency and its success. Recognized as a trailblazer and thought-leader, Nance is most notably considered **one of the world's leading experts in Branded Entertainment** and Custom Content. Her presence was a part of some of the most iconic content ever created including, "Survivor", "Top Chef", "The Biggest Loser", "The VMAs", "The Essence Awards", "Compartiendo Entre Amigas", "Objetivo Fama", "My Big Fat Greek Wedding", "The Essence Awards", "Rock n' Jock", and Tom Hanks in "Castaway".



 **7K+**
Personal Social

 **750+**
NTC Social

 **10,000,000,000+**
Client Savings

<https://nativetonguecommunications.com/marissa-nance/>

SPEAKING TOPICS



- ✓ **Authentic Audience Design:** Unlocking the proprietary MICROcultural™ targeting approach to develop custom audiences that transcend simplistic age, gender or ethnicity markers, and instead are rooted in behavioral experience and key OP/1P data.
- ✓ **Custom Content/Branded Entertainment:** Leaping beyond traditional :30 or :60 ads to create truly connected custom content for audiences, that generates immediate sales impact.
- ✓ **MICROcultural™ Sales Marketing:** Moving beyond DEA&I barriers to capitalize on proven MICROcultural™ marketing success. This means ensuring all products and services are not creating a profitability gap by focusing on DEA&I challenges, instead of targeted market growth opportunities.

PUBLISHED IN

INTERNATIONAL WHAT I KNOW IS
SPONSORSHIPS ME

DIGITAL
MARKETING
TACTICS

THE ART OF
BRANDED
ENTERTAINMENT

Client Testimonials

“

Working with Marissa continually ranks as one of our easiest and fulfilling relationships.

**Melissa Menta – CMO
Peanuts**

“

Marissa and NTC are wonderful partners who help us achieve success, time and time again!

**Pia Body – President,
Intel Foundation**

Bio

During more than 30 years in advertising, Marissa Nance has invested into her own very special personal quest - driving representation in the industry's workforce AND work. She creates pathways for BIPOC communities to have a seat at the table. In 2019, she left a 30-year career at Omnicom, where she was one of their first Black/Female, Managing Directors, to launch the FIRST and ONLY minority and female certified media agency, Native Tongue Communications (NTC). Built on her decades of success, NTC is THE place where Marissa and her team can now advocate for clients that have included Amazon, Pine-Sol, Burt's Bees, Peanuts, Nike, Microsoft, Intel, Eli Lilly, McDonald's and Clorox. She serves as protector, advisor and champion for countless women and BIPOC people, all through the lens of media, branded content, DEA&I and marketing communications. She is an industry leader and a voice for the future. Perhaps most importantly, NTC is 100% owned by Marissa, which means no matter the challenges faced as a small independent agency, she is able to remain steadfast in her NTC commitment to empower those who need it.

Some of Marissa's award-winning achievements include:

- \$1,000,000 invested in Black Female entrepreneurs by creating "The Legacy Program" with Essence Magazine and Pine-Sol. The campaign was recognized with an Effie Award.
- Launching, "The Armstrong Project", named in honor of Peanuts character Franklin Armstrong, to establish six-figure endowments at multiple HBCUs. The program was named one of Fast Company's "World Changing Ideas".
- Creating the first ever MICROcultural™ native campaign for Burt's Bees, which drove their year-to-year product sales growth AND won a Bronz Telly award.

Throughout her career, some of Marissa's more iconic work includes:

- Launching reality TV's two longest running competition series, "Survivor" and "Top Chef".
- Launching one of the highest-grossing independent film in recent decades, "My Big Fat Greek Wedding" and one of the highest big budget theatricals, "Castaway" with Tom Hanks.

Marissa is proudly affiliated with the following boards:

GLAAD, Harlem YMCA., The Apollo Theater, **She Runs It (current)**

Marissa has continuously been recognized by her peers during her career. This includes:

- | | |
|--|--|
| - Winner, Cup Catalyst Award | - ANA Multicultural and Reggie Judge |
| - 3x Black Enterprise Top Woman in Advertising | - Campaign's 40 Over 40 and Female Frontier Awards |
| - Member, Cannes Lion and Effie Juries | - Creative Media Award Finalist |
| - Reggie Award Winner | - Synopsis Model D and IT List Awards |
| - Ad Age "Leading Women" Honoree | - Forbes Women "50 Over 50" Honorable Mention |





MARISSA VIDEOS: <https://www.youtube.com/@speakingintongues3664>

Authority Magazine – Power Women: Marissa Nance of Native Tongue Communications on How To Successfully Navigate Work, Love and Life As a Power Women
o <https://medium.com/authority-magazine/power-women-marissa-nance-of-native-tongue-communications-on-how-to-successfully-navigate-work-18e46b43f711>

Daily Ad Brief – “AdTastic” with Marissa Nance from Native Tongue Communications
o <https://dailyadbrief.com/shows/adtastic/marissa-nance-from-native-tongue-communications/>

Nance of Native Tongue Communications on The Backpack Show
o <https://www.youtube.com/watch?v=nLcsL1WWoCQ>

CES 2023 Studio: Mirror Digital’s Shelia Marmon and Native Tongue Communications Marissa Nance
o <https://www.youtube.com/watch?v=wc8eOb4KHZo>

The Queen of Comm Podcast
o <https://podcasts.apple.com/us/podcast/episode-48-purpose-driven-comms-interview-w-marissa-nance/id1548713394?i=1000562250352>

AdAge – Uncomfortable Conversations: Native Tongue’s Founder on Being The ‘Only Chip In The Cookie’
o <https://adage.com/article/advertising/uncomfortable-conversations-native-tongues-founder-being-only-chip-cookie/2302071>

Reel 360 – RBL Spotlight
o <https://reel360.com/article/rbl-spotlight-marissa-nance-ceo-of-native-tongue-communications/>

The Great Girlfriends Show – Connecting the Dots with Marissa Nance
o <https://www.spreaker.com/user/11744532/ep-179-connecting-the-dots-with-marissa>

Cannes Can – Diversity Collective – 2024
o <https://www.youtube.com/watch?v=KgWBSa-Poo0>

Pass The Mic – Live Lessons Presented by SXM Media
o https://pass-the-mic-podcast.simplecast.com/episodes/on-brand?utm_campaign=Pass%20The%20Mic%20Podcast%20&utm_medium=bitly&utm_source=Linkedin%20Organic