

**BIO** Content Marketer & Media Executive  
Your Outsourced Chief Content Officer

NEIL ST. CLAIR is a content marketing expert, media executive and Founding Correspondent & CEO of innovation-focused media outlet *AlleyWire*. He's also president of AW/CS, AlleyWire's creative agency, an advisor/investor to several startups and founder of the Corsair Entrepreneurs Society.

He was previously an on-air correspondent for NY1 and YNN, and is the founder of several other media and startup ventures. He is based in both Boston and New York.

At 27, Neil was named the Chief Marketing Officer for an \$11bn wealth management and investment consultancy, and helped them develop their brand and entire content strategy. Neil also worked in financial research and served as Director of Communication for a U.S. Congressional Campaign in New York's 12th District.

In 2012, he was a fellow at Yale's Entrepreneurial Institute, and also attended Graduate School at Yale University. He has two degrees from Boston University in political science and journalism, where he graduated *magna cum laude*, with Phi Beta Kappa and departmental distinctions. He also attended Oxford University's St. Anne's College during his time at BU.

Neil is a member of the IFP Made in New York Media Center Incubator, a contributor to *WeWork Magazine* and has been featured on Bloomberg Radio and in *Technical.ly* as well as the *Upstart Business Journal*. An Ultra Light Startups pitch alum, he has given numerous lectures on media relations, content marketing and video production, including at MIT's Sloan School and ConnectorCon. He is a member of the National Press Club, New York Press Club, SPJ/Deadline Society and RTDNA.



**Featured Publications & Speaking Engagements**



How to tell a meaningful story through video- WeWork Magazine



Neil's Thought leadership Reel



A startup Soryteller with TV Chops scours Silison Alley for entrepreneurial tales - Upstart Business Journal

"Video and visual communication are the new domain of content marketing. Adapt or die."

"For large-scale conversions, you must be willing to take your online conversations offline."

"Brands must recognize that they are content creators above all else."

# ABOUT NES CONSULTING

Brands must be content creators. NES Consulting crafts and executes strategies that don't simply raise awareness, but offer needle-moving conversions. All this through original, visually-oriented content that let's you own and control your most meaningful conversations. We serve as your outsourced Chief Content Officer (oCCO).

- All work is done on a customized project pricing basis. Any hourly work will range from \$150-\$250/hour depending on scope and needs.
- Works with major and emerging brands, startups and select individuals on ground-up strategies, defined campaigns and one-off projects
- Industry expertise: Financial Services, Political Communications, Personal Brand Building, Media & Innovation
- Deep knowledge in multi-media and multi-platform content marketing
- Specialization in video & original content creation

## TO CREATE A MEANINGFUL, COMPREHENSIVE AND INTEGRATED EXPERIENCE WE OFFER:

- Earned Media and Distribution Strategy
- Media Training & Preparation
- Website, microsite and CMS development and strategy
- Event Marketing Planning & Execution
- Corporate & Personal Brand Consultancy & Management
- Brand collateral design and content development
- Competitive Intelligence Reporting
- Campaign-based back-end analytics integration and Rol
- Extensive network of top PR Firms, journalists, investors, advisors and other domain specialists to extend your opportunity

Work samples, references are available upon request