

Alex Frias

VP Digital at FILA North America

New York, NY, US

VP, Digital @ FILA North America // brand builder

Biography

Alex Frias is an entrepreneurial leader with over 15 years of experience launching, growing, and partnering with iconic consumer brands, early stage start-ups, and media businesses on both the brand and agency-side. An award-winning brand storyteller and integrated marketer, Alex is uniquely adept at leveraging the power of culture to build consumer movements that bridge creative integrity and commercial growth. An omni-channel marketer and entrepreneurial leader, he is savvy within a start-up environment and experienced with Fortune 100 company dynamics. Widely regarded as an expert on how to create consumer cultural campaigns and experiences; working with category leaders such as PepsiCo, Uber, New Balance, HGTV, Heineken, and Twitter. Alex regularly writes about the convergence of brand strategy, cultural marketing, and digital trends; having been featured in outlets including Forbes, Fast Company, Inc., The Drum, CMO.com, Billboard, and BizBash. Specialties: Brand Strategy + Marketing Digital + Social Media Expertise - strategy and implementation Hispanic + Multiethnic Marketing Experiential Marketing + Sponsorship Activation Music + Entertainment Marketing Nightlife + Influencer Expertise - strategy and activation New Business Development

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Social Media, Events Services, Advertising/Marketing

Areas of Expertise

Nightlife Marketing, Music Marketing, Social Media, Experiential Marketing, Hispanic Marketing, Influencer, Brand Experience

Affiliations

Young Entrepreneur Council

Sample Talks

How to Leverage The Power of Snapchat

The social platform that was once home to racy texts and lurid photos has grown up and now attracts more than 100 million monthly users. Brands are getting in on the act, too. Sit in and find out who's doing what, what's working and how to leverage the unique qualities Snapchat has to offer marketers (hint: exclusivity, buzz building and access to millennials are just a few of the ways brands can kill it with this platform. Learn the mistakes to avoid and walkaway with a checklist of how to make this disappearing photo messaging platform a part of your strategy.

How to Create an Ownable Branded Music Experience

Brands have been borrowing the caché of cool from music for years. But today's event marketers are working in an environment where consumers are more tuned in than the brands that target them. Learn how to create integrated, ownable branded music experiences using the touch points of live, digital, social, mobile and technology. Get key insights on how to map out a music-based strategy that gets your brand on the playlist-wherever and whenever fans are listening.

Committing to Instagram: Top Tips, Trends, Uses

Real-time photo feeds are the signature of this platform, where cool photo filters and clever hashtags can turn a simple snapshot into a social sensation. Find out how to translate all of your event's visual assets into compelling Instagram posts. Learn how to integrate photo feeds at events. And get a list of content do's and don'ts that will help you boost your brand's social currency where a picture's worth 200,000 words.

Event Appearances

Committing to Instagram: Top Tips, Trends, Uses
EVENTtech

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