

D. MILES MEDIA

CULTURAL COMMUNICATIONS. STRATEGY. MEDIA.
INFLUENCE.

2026 CREDENTIALS DECK

DANIEL LEE HUE | FOUNDER • FRACTIONAL CMO •
STRATEGIST

*Founder-led. Culture-first. Communications + creator
production.*



DANIEL LEE HUE

Founder. Fractional CMO. Culture connector. Daniel is a senior communications strategist with more than a decade across luxury, hospitality, spirits, travel, fashion, entertainment and consumer brands. His work combines an editor's instinct, founder-level ownership and a network built through media, talent and cultural partnerships.

- Founder and principal of D. Miles Media
- Former agency-side communications lead across global lifestyle brands
- Journalist and editorial contributor with culture-first perspective
- Senior counsel for growth, launches, visibility and reputation

DMM is a senior, founder-led cultural communications consultancy with an editor's instinct.





THREE PRACTICES. ONE PURPOSE.

One senior-led system for reputation, growth and cultural relevance.



COMMUNICATIONS

- Media relations
- Crisis counsel
- Executive visibility
- Brand storytelling



FRACTIONAL CMO

- Growth strategy
- Brand positioning
- Campaign planning
- Performance counsel



FOUNDRY STUDIO

- Talent relations
- Cultural partnerships
- Experiential concepts
- Creator strategy

STRATEGY THAT MOVES CULTURE. EXECUTION THAT MOVES BUSINESS.

SENIOR COUNSEL. FULL-CIRCLE EXECUTION.

Built for launches, reputation moments and sustained growth.

01

BRAND STRATEGY

- Positioning and narrative
- Audience and growth strategy
- Integrated campaign planning

02

MEDIA RELATIONS

- Press office leadership
- National and trade outreach
- Executive profiling

03

TALENT + INFLUENCE

- Booking and negotiation
- Creator and celebrity relations
- Seeding and partnerships

04

EXPERIENTIAL

- Launches and activations
- Hospitality and cultural programming
- On-site media management

05

CRISIS + REPUTATION

- Rapid response
- Message architecture
- Stakeholder coordination

06

FRACTIONAL CMO

- Senior marketing leadership
- Cross-functional execution
- Measurement and optimization

TRUSTED. EARNED. RESPECTED.

Selected editorial, digital, broadcast, business and culture relationships.

VOGUE

GQ

Esquire

People

ESSENCE

FOOD & WINE

EATER

WWD

Robb Report

THRILLIST

TODAY

REFINERY29

COSMOPOLITAN

BAZAAR

YAHOO! LIFESTYLE

FORBES

ADWEEK

BUSINESS OF FASHION

PRWEEK

STYLECASTER

RELATIONSHIPS BUILT ACROSS DMM, AGENCY-SIDE ROLES AND EDITORIAL WORK.

SELECTED PROJECTS + CLIENTS

Direct engagements, project leadership and credited agency-side assignments.

SONJA MORGAN

SPILL IT

PALL MALL BARBERS

MUSEUM OF ICE CREAM

CHEFS CLUB COUNTER

BALMORAL DEFENDER

COMMON SAINTS

M.O.B.I.

BRUNCH HARLEM

MONDO GUERRA

MAYA WILEY CAMPAIGN

Selected direct and project-based engagements. Scope varies by assignment.

LUXURY. CULTURE. CONSUMER.

Work delivered across DMM and agency-side roles.

HENNESSY PARADIS

BELVEDERE VODKA

RÉMY MARTIN

TIFFANY & CO.

MISS UNIVERSE ORG

VIVINO

JAGUAR LAND ROVER

PLAYSTATION

LITTLE SAINTS

GYMPASS

MOËT & CHANDON

DIAGEO

CIPRIANI

BELMOND EL ENCANTO

DE GUSTIBUS COOKING
SCHOOL

WANDERLUST + CO

ADVERTY

THE GLAM APP

Experience shown accurately as direct DMM work or agency-side contribution, depending on the engagement.

ACCESS. ALIGNMENT. AMPLIFICATION.

Selected talent, production and agency relationships evidenced by campaigns and correspondence.



Sonja Morgan

Talent client



DJ Khaled

Campaign talent



Jean-Georges + Alvin

Culinary talent



Prince William

Royal campaign moment

AGENCY + PRODUCTION RELATIONSHIPS

FOOD NETWORK

DISCOVERY

ALL3MEDIA

**OBJECTIVE MEDIA
GROUP**

BPCM

**NADINE JOHNSON &
ASSOCIATES**

MANIFEST NYC

**KENSINGTON
PALACE**

Relationship categories reflect documented work, production coordination, official campaign assets or agency-side roles.

THE WORK, IN CONTEXT.

Each case follows the same decision-ready structure: context, mandate, role, execution and evidence.

CHEFS CLUB COUNTER

Hospitality launch

[VIEW CASE →](#)

HENNESSY PARADIS

Luxury + culture

[VIEW CASE →](#)

SPILL IT x MUSEUM OF ICE CREAM

Pride campaign

[VIEW CASE →](#)

M.O.B.I. x MUSEUM OF ICE CREAM

Community platform

[VIEW CASE →](#)

PALL MALL BARBERS

U.S. launch + purpose

[VIEW CASE →](#)

SONJA MORGAN

Talent, partnerships + crisis

[VIEW CASE →](#)

Clickable in presentation mode.

CHEFS CLUB COUNTER

New York opening and national media launch.

CONTEXT

- First U.S. opening for a high-profile, chef-driven fast-casual concept in NoLiTa.
- Crowded hospitality launch calendar and strong expectations from culinary media.

DMM ROLE

- Lead media relations strategy within Nadine Johnson & Associates.
- Media tastings, opening-night press and chef access.

EXECUTION

- Targeted food, lifestyle and business outreach.
- Hosted media with Jean-Georges Vongerichten, Alvin Callan and collaborators.



68

TOP-TIER PLACEMENTS

150M

REPORTED IMPRESSIONS

\$1M+

EST. AD VALUE

“Rotating Recipes at Chefs Club Counter in NoLiTa”

Florence Fabricant | The New York Times | March 28, 2017

HENNESSY PARADIS x LORENZ BÄUMER

NBA 75th Anniversary masterpiece carafe x DJ Khaled.

AGENCY-SIDE ROLE | BPCM

Media relations across talent, short-lead celebrity news and long-lead luxury/product storytelling.

MANDATE

- Amplify a 75-piece Baccarat crystal release tied to the NBA's 75th anniversary.

EXECUTION

- DJ Khaled talent angle plus luxury, design, fashion and collector outreach.

EVIDENCE

- Secured digital coverage and confirmed long-lead editorial opportunities documented in campaign trackers.

7

SECURED DIGITAL HITS

6

CONFIRMED EDITORIAL OPPS

Luxury and long-lead

75

LIMITED CARAFES



Hypebeast • Grazia • Extra • HollywoodLife • OK! • Dally Front Row • Showbiz Cheat Sheet

SPILL IT x MUSEUM OF ICE CREAM

Talent, content and live-event rollout.

CAMPAIGN

- Launch Spill It Scoops with Museum of Ice Cream during Pride.
- Build a creator-led visual world with social and live programming.

TALENT

- Xunami Muse
- BaeJing
- Xie Xie Stush
- Dolliana

DMM ROLE

- Creative concept and campaign production.
- Talent and influencer relations.
- Social rollout and event performance.

CAMPAIGN SHOOT • SOCIAL CONTENT • LIVE EVENT PERFORMANCE

Spill It
Scoops

Xiè Sparkles

MUSEUM OF ICE CREAM

2

3

4

M.O.B.I. x MUSEUM OF ICE CREAM

Pinkmas: Cream & Conversations.

A SAFE SPACE FOR QUEER CREATIVES OF COLOR

DMM helped turn the museum into a community platform for panels, performance and social participation.

PARTNERSHIP

- Connected M.O.B.I. with Museum of Ice Cream through Daniel's relationship with founder DeShawn Tolson.

PROGRAMMING

- Live panels
- Creative performances
- Guest participation
- Social livestreaming

TALENT

- Victor Jackson
- Kingsley Gbadegesin
- Riley S. Wilson
- Chalvar Monteiro

COMMUNITY STRATEGY · TALENT RELATIONS · LIVE PROGRAMMING



With **MOBI** discussing escapism as self-care for queer communities of color with performances to celebrate Pinkmas!

PANELISTS

@k.ngsley
@rileyswilson
@mrglamrocksouf
@chlvrmntro

PERFORMERS

@mrglamrocksouf
@chlvrmntro

LIVE ON IGTV 12/26

MUSEUM OF ICE CREAM x **MOBI**
MUSEUM OF ICE CREAM · MUSEUM OF ICE CREAM



Kingsley Gbadegesin
@k.ngsley



Riley S. Wilson
@rileyswilson



Victor Jackson
@victorjackson



Chalvar Monteiro
@chlvrmntro

CULTURAL PARTNERSHIPS, BUILT WITH INTENTION.

Real collaborators across campaign production, community impact and creator reach.



BaeJing

RuPaul's Drag Race



Xunami Muse

NYC entertainer



Dollana

Creator + performer



Xie Xie Stush

NYC entertainer

PARTNERS

**FANCY
SPRINKLES**

**THE MARSHA P. JOHNSON
INSTITUTE**

ISLY NYC

**MUSEUM OF ICE
CREAM**

Campaign shoot • social content • event performance •
partnership development

UGC THAT MOVES CULTURE

Creator-led production within DMM.

Foundry produces platform-native campaigns, creator partnerships and short-form storytelling. The studio is introduced through the @foundryglam and @xiexiestush creator ecosystem, with Daniel leading strategy, creative direction and client service.

UGC PACKAGES

Concept to capture

CREATOR PARTNERSHIPS

Talent selection + management

SOCIAL STORYTELLING

Platform-native narratives

PAID SOCIAL ASSETS

Performance-minded edits

@foundryglam • @xiexiestush



PALL MALL BARBERS

U.S. agency of record and royal partnership media relations.

MANDATE

- Launch and sustain Pall Mall Barbers' first U.S. brick-and-mortar location at Rockefeller Center.

ROYAL MOMENT

- Lead U.S. outreach around Prince William's visit and men's mental health partnership.

DMM ROLE

- Press office leadership
- National outreach
- Purpose-led narrative
- Influencer relations

38

DOCUMENTED PRESS HITS

8

PRIORITY U.S. TARGETS

91M

COMBINED MONTHLY
AUDIENCE

Non-duplicated plan benchmark



Official photos supplied by Kensington Palace

FROM NEGOTIATION TO PRODUCTION.

DMM booked, negotiated and coordinated television appearances through a complex production environment.

BOOKING

- Secured and negotiated Sonja Morgan's Food Network participation.
- Managed appearance releases and business terms.

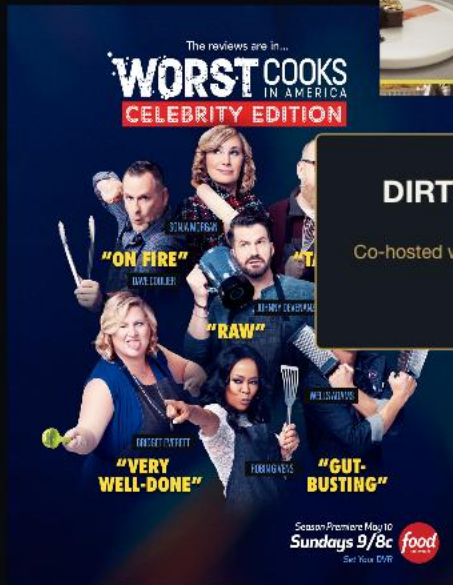
LIAISON

- Coordinated between talent, production and network teams.
- Maintained schedule, approvals and deliverables.

COVID PRODUCTION

- Helped navigate filming requirements, evolving protocols and logistics during the pandemic.

WORST COOKS IN AMERICA: CELEBRITY EDITION • DIRTY DISHES



DIRTY DISHES

Co-hosted with Carson Kressley

BALMORAL DEFENDER x NANTUCKET

A celebrity partnership translated into hospitality, content and media opportunity.

OPPORTUNITY

- Connect a luxury Defender brand with Sonja Morgan's Nantucket relevance and lifestyle audience.

ARCHITECTURE

- Talent partnership
- Vehicle integration
- Hospitality moments
- Content and press

DMM ROLE

- Concept development
- Talent negotiation
- Partner coordination
- Deck and rollout strategy

TALENT + PARTNERSHIP STRATEGY | LUXURY HOSPITALITY | NANTUCKET

Sonja Morgan's Nantucket Getaway

Event Partnership Proposal - Balmoral Defender



Sonja Morgan

A taste of luxury.



Balmoral Defender

The perfect partner.



The Green Market Farm

An unforgettable experience.

RESPONDING AT THE SPEED OF CULTURE.

Rapid context, a credible voice and a statement in media.



HollywoodLife

Dorinda Medley & Sonja Morgan Slammed For Insensitive Comments About Trans Model

By Beth Shilliday | Sept. 10, 2019

"Sonja is a dear friend and former client of mine. Although I wasn't there in person, nor have I spoke to her about it, I doubt her comments were meant to be offensive. Sonja has been involved in the LGBT community since I meet her over 5 years ago. If anything, I think her comment presents a generational misunderstanding, where older generations aren't as educated on how to appropriately celebrate members of our trans community."

This is teachable moment where I hope affluent cis gendered women can learn to practice more restraint and sensitivity, and hopefully our trans sisters can help educate and bring along willing allies to help join the movement for trans equality. This is an example where we can't let perfection become the enemy of the good and point out areas of opportunity where people can become more inclusive in their communication."

Daniel Miles Lee Hue | HollywoodLife.com exclusive

DMM RESPONSE

- Provide a values-aligned statement without escalating the controversy.
- Add generational and cultural context while affirming the trans community.
- Offer a teachable-moment frame that entertainment outlets could quote accurately.

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THE DAILY BEAST

HOLLYWOODLIFE

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SENIOR MARKETING LEADERSHIP, WITHOUT THE FULL-TIME OVERHEAD.

For founders, CEOs and lean teams navigating growth, visibility or change.

01

POSITIONING

Clarify the market, audience and story.

02

GROWTH PLAN

Turn priorities into an integrated roadmap.

03

CAMPAIGN LEADERSHIP

Align internal teams, agencies and partners.

04

PERFORMANCE

Build practical reporting and decision rhythms.

Available as retained leadership, strategic sprint or advisory partnership.



AN EDITOR'S INSTINCT, BUILT INTO THE WORK.

Daniel's journalism background strengthens story selection, pitching, interviewing and executive voice.



LUXURY + TRAVEL

EDITION by Modern Luxury; Range Rover Spain experience

CULTURE + ENTERTAINMENT

StyleCaster and Yahoo Lifestyle interviews and essays

GROOMING + WELLNESS

AskMen reporting from the barber chair

FOOD + HOSPITALITY

The Daily Meal profiles, openings and travel

Story judgment is not an add-on. It is a competitive advantage.

LET'S BUILD WHAT'S NEXT.

Flexible senior leadership for campaigns, launches and ongoing growth.

PROJECT SPRINT

Launches, proposals, activations and special assignments.

RETAINER

Ongoing communications, PR and reputation leadership.

FRACTIONAL CMO

Senior marketing leadership for growth and scale.

ADVISORY

High-level counsel for founders, CEOs and executive teams.

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