

Spring 2018

Vaynermedia: Gary Vaynerchuk

Amanda DeLong
Bowling Green State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

Recommended Citation

DeLong, Amanda, "Vaynermedia: Gary Vaynerchuk" (2018). *Media Company Leader Presentations*. 3.
<https://scholarworks.bgsu.edu/mclp/3>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.

Gary Vaynerchuk

CEO of Vaynermedia

By: Amanda DeLong 

**What do I
do with the
card?**

Name:

1. Ultimate Goal

2. One step you can take TODAY to get you to this goal

Beginning

- Immigrant from Russia (former Soviet Union) age 3
- Moved to Queens, NY for a better life
- Poor AF
- Sold Baseball Cards -> Wine
- Father owned the Wine Library

Getting there

- Put his Dad's Wine Library online in 1997
- Started Vlogging in 2006
 - WinelibraryTV.com
- Took Dad's business from
4M -> 65 M
- Started Vaynermedia in 2007
 - Consulting/Ad firm

Vaynermedia

Different

Departments:

- Vaynersports
- Influencer Marketing
- 4Ds training
- Ecommerce
- Creative Work
- Consulting
- Event Marketing
- Audio/Music
- ... and more

- Started with 5 people doing odd jobs

- Over 800 VaynerMedia employees around the country

- Ad agency

- Clients include: Chase, Syfy, Toyota, Hasbro, Nilla Wafers, PepsiCo. and way more



(Breathe!)



Want to learn more?

Check out my Snapstory!

8 favorite Gary Vee Moments

@MZisAwesome