

**FOR IMMEDIATE RELEASE**

## **TAQTFUL disrupts the consumer products and licensing industries by adding Vincent Mastrangelo to their executive team as Chief Marketing Officer.**

*The TAQTFUL team has now taken on KidsEmbrace, LLC as a client, which keeps Mastrangelo in the forefront driving KidsEmbrace's licensing, marketing, and sales growth initiatives.*

Vincent Mastrangelo, consumer products and licensing industry trailblazer and creator of memorable magical moments for brands across social media, is joining forces with TAQTFUL in the role of Partner/CMO. KidsEmbrace now has access to the whole TAQTFUL team including COO, David Fisher, and CEO, Jeremy deWeen. TAQTFUL will focus on driving growth for KidsEmbrace by continuing to manage sales, licensing partnerships, social media, influencer networking, digital marketing as well as oversee KidsEmbrace's ever-growing Amazon and online business. Mastrangelo's move from KidsEmbrace to CMO of TAQTFUL empowers him to implement his innovative, steadfast marketing approach to all TAQTFUL's clients.



**Vincent Mastrangelo bringing the Dark Knight Tumbler to fans at a Batman Day 2018 event hosted by KidsEmbrace and TAQTFUL.**

Mastrangelo's motto is 'build brand awareness that converts.' His unconventional ideas and willingness to jump on camera to create brand videos result in millions of link clicks and KPIs that would be envied by any marketer. Mastrangelo does not hesitate to roll up his sleeves and get dirty, all of which improves TAQTFUL's ability to react to opportunities for brand exposure at a moment's notice. He has secured Batman's Tumbler from The Dark Knight Trilogy for custom Batman Day events and created the Biggest Batman Car Seat Ever, which travels around the Globe to create buzz for fans, followers, and customers. These events are not just for show; they translate to retail opportunities; one event contributed to Amazon partnering on an exclusive Black Panther car seat launch party and another resulted in coverage from notable media such as *Buzzfeed* and tens of thousands of dollars of free advertising on Amazon.

TAQTFUL is a consumer products industry leader focused on holistic business development including Amazon, Direct to Consumer, and Brick & Mortar sales growth, digital and influencer marketing, and supply chain solutions. TAQTFUL implements a strategic and focused approach towards growing revenue and driving marketing for a portfolio of prominent consumer products brands, many of which have a heavy focus on entertainment licensed products including Disney, Warner Bros., Nickelodeon, NBC/Universal, MGA, Mattel, Fox, and many more. "We continually create magic for the brands we are intensely committed to" says Jeremy deWeen, CEO of TAQTFUL. "At TAQTFUL, we utilize new innovative ideas and creative ways to represent our amazing clients." TAQTFUL's resume includes managing digital media

for licensing industry leader Franco Manufacturing, leading the Amazon strategy for the iconic Silver Buffalo, and scaling the mobile accessories Goliath, PopSockets in 2015.

"While we manage growth and success through traditional KPI's, we twisted the formula by adding high-level collaborations with like-minded companies and partners," says David Fisher, COO of TAQTFUL and the driving force behind retailer sales growth from Amazon to Target. "We do not hesitate to lean into our extensive global network. We value our relationships because relationships are what make business run." Fisher continues, "TAQTFUL offers unique ways to bring



Left to Right: Jeremy deWeen, David Levich, Vincent Mastrangelo, David Fisher. Levich, Co-founder of Shark Tank backed Sunstaches. The TAQTFUL executives are at the Licensing International Holiday Networking Event.

our clients a better overall experience, from design and product development to web and digital ads to building and managing sales forces for brands. Our holistic mindset is key to strengthening each brand's path to growth. We are always looking at the whole business regardless of the task at hand and our defined responsibilities."

Using its signature holistic approach to business, TAQTFUL accelerates and amplifies sales, aligning with big picture business goals and strategies through their vast consumer products experience led by Mastrangelo, Fisher, and deWeen. Their drive to win is evident in their enthusiasm for their work.



David Fisher (left) and Jeremy deWeen (right) showing off their superpowers at Warner Bros. Consumer Products Headquarters.

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