



OLIVIA MANCUSO

CORPORATE STORY STRATEGIST

With 10 years in TV journalism and corporate marketing, Olivia Mancuso helps businesses tell stories that resonate. Her strategic approach has proven successful for both multimillion-dollar brands and major entertainment clients.

THE APPROACH

Most corporate videos go ignored because they're all about the company, not the customer. I help Chicago businesses tell their story in a way that makes people want to watch—and take action.

Interview & Story Direction Expertise

- Take the stress out of storytelling with a proven interview process that captures your complete business narrative
- Transform complex business concepts into engaging stories, making even camera-shy team members shine on screen.

Content Optimization Strategy

- Create evergreen video content that can be spliced and repurposed across all marketing channels.
- Implement proven storytelling frameworks that put your customers at the heart of your message.

Proven Results with Major Brands

- Drove 17% of Pan American Bank & Trust's 2024 LinkedIn growth through strategic video content.
- Generated thousands in ticket sales through organic video campaigns for major music industry brands like Rituals and Auris Presents.

Previous Clients

- Pan American Bank & Trust
- Rainbow Cone/Buona Beef
- International Meats
- Ancona Jewelers
- Auris Presents
- Insomniac Events
- Delve Risk
- Dozens of influencer partnerships

SERVICES

Discovery & Story Development

- In-depth brand story consultation
- Target audience analysis
- Key message development
- Interview subject selection and prep

Production Blueprint

- Detailed interview guides
- Shot list recommendations
- Script development
- Videographer recommendations from trusted network

Optional Add-Ons

- On-set interview direction
- Post-production narrative guidance
- Content distribution strategy
- Multi-platform optimization plan

“Olivia's thorough approach sets her apart. Instead of rushing through questions, she took the time to ensure every detail of our story was captured perfectly. Her dedication to quality showed in the professional, visually compelling final product.” - John Buonavolanto

EXAMPLES (CLICK)

