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EXECUTIVE RÉSUMÉ · FOUNDER · ARTIST

DANIELLE NICHOL STEPHENS MCMILLAN

EXECUTIVE OPERATIONS | CREATIVE DIRECTION | MUSIC & MEDIA

Creative-industry executive, founder, and artist with nearly 30 years in music and entertainment and leadership across luxury retail, media, nonprofit arts education, and brand development. Builds the operating structure behind creative vision: teams, workflows, partnerships, artist pathways, and audience-facing experiences. Brings executive operating experience together with the perspective of a working recording artist and creative director.



FOUNDER, CEO & CHIEF PRODUCT ARCHITECT
ASNHVN GROUP

FOUNDER & CHIEF EXECUTIVE OFFICER
THE RLMG

BOARD MEMBER
NATIONAL BLACK MUSICIANS COALITION

01 · CAREER IMPACT

ANNUAL STORE REVENUE LED

$10M+

Full P&L for flagship and high-volume locations generating $2M to $10M+ annually.

ABOVE SALES TARGETS

20–35%

Across multiple brands and locations

LARGEST TEAM LED

50+

Teams of 15 to 50+

INTERNAL PROMOTIONS

15+

Talent pipeline into leadership

LOWER TURNOVER

25%

Through leadership and coaching

EXECUTIVE STRENGTHS

- COMPANY OPERATIONS
- CREATIVE DIRECTION
- ARTIST DEVELOPMENT
- BRAND ARCHITECTURE
- PARTNERSHIP BUILDING
- TEAM LEADERSHIP

EDUCATION

B.S. Music Business
Full Sail University

A.S. Entertainment Business
Full Sail University · 2025

INDUSTRY SERVICE

National Black Musicians Coalition
Board Member · Media & Communications Chair Lead

25+ Countries
Reached as performer, songwriter and vocal producer

02 · EXPERIENCE

EXECUTIVE & FOUNDER

2026-Present
ASNHVN GROUP

Founder, Chief Executive Officer & Chief Product Architect

- Founded and lead a creator-economy company developing technology and education initiatives for music and creative professionals.
- Set company direction and coordinate product, partnership, operating, and organizational priorities across the ASNHVN portfolio.
- Lead ANCR, a creator technology ecosystem in development, and align product strategy with the needs of artists, collaborators, and the music industry.

2023-Present
AWE DAY CREATIVE ARTS 501(C)(3)

Founder & Executive Director

- Lead nonprofit strategy, governance, programs, partnerships, and organizational development for a creative arts organization.
- Build training and real pathways for emerging creatives into the industry.

2018-Present
THE RLMG

Founder & Chief Executive Officer

- Lead an independent music company focused on artist development, A&R, creative direction, recording, and release planning.
- Build songwriting and production opportunities that connect artists with studios, mentors, and industry collaborators.
- Direct artist positioning, project strategy, distribution planning, and creative partnerships.

03 · EXPERIENCE

LEADERSHIP & CREATIVE DIRECTION

Present
THE DANIELLE EDIT

Founder & Creative Director

- Lead a creative direction and brand architecture studio serving artists, ministries, and businesses.
- Develop visual identity systems, brand architecture, storytelling, campaigns, websites, artist materials, and audience experiences.
- Translate client goals into clear creative direction and consistent brand expression across digital and physical touchpoints.

2023-2024
MAINSTREEM TV AND MEDIA

Chief Operating Officer

- Built operating workflows, organizational design, talent acquisition, early partnerships, and production plans for an emerging media platform.
- Connected business priorities to day-to-day execution across team, content, and production work.

2024-Present
GRATEFUL & MERRY

Founder & Chief Executive Officer

- Created a holiday music and lifestyle project built around seasonal releases and artist collaborations.
- Developed the project's creative direction and compilation concept; "The Rise" arrives Spring 2027 and "The Charm" Fall 2027.

LEADERSHIP FOCUS

P&L OWNERSHIP · MULTI-UNIT OVERSIGHT · SALES STRATEGY · LUXURY CLIENT EXPERIENCE · TALENT DEVELOPMENT · OPERATIONAL SYSTEMS

MARKETS

LUXURY AND SPECIALTY RETAIL · MUSIC AND MEDIA · NONPROFIT ARTS EDUCATION · CREATOR TECHNOLOGY

04 · EXPERIENCE

LUXURY RETAIL LEADERSHIP

15 Years
LUXURY AND SPECIALTY RETAIL

Retail Leadership

LOUIS VUITTON · NEIMAN MARCUS · SAKS FIFTH AVENUE · NORDSTROM · MICHAEL KORS · KATE SPADE · ANN TAYLOR

- Owned full P&L for flagship and high-volume locations generating $2M to $10M+ annually.
- Exceeded sales targets by 20–35% across multiple brands and locations while leading teams of 15 to 50+.
- Supported a development pipeline that produced 15+ internal promotions and reduced turnover by 25%.

2017-2019
BOND NO. 9 NEW YORK FRAGRANCES

Regional Account Executive, Midwest

- Managed regional luxury fragrance accounts and sales strategy across department-store partners.
- Supported account performance through clienteling, product education, brand presentation, market awareness, and partner relationships.

05 · EXPERIENCE

MUSIC & BOARD LEADERSHIP

1997-Present
DANIELLE NICHOL · INTERNATIONAL TOURING AND RECORDING

Recording Artist, Songwriter & Vocal Producer

- Recording and performing artist whose work has reached audiences in more than 25 countries.
- Founding member of Israel & New Breed and part of the first generation of Fred Hammond's Radical for Christ.
- Contribute performance, songwriting, recording, vocal production, and creative collaboration across gospel, soul, and contemporary music.
- Continue to create and release original music as Danielle Nichol.

2026-Present
NATIONAL BLACK MUSICIANS COALITION

Board Member, Media & Communications Chair Lead

- Serve on the board and lead communications work supporting programs and opportunities for Black musicians.
- Contribute artist perspective and experience in creative leadership, brand development, and business.

06 · PROFESSIONAL CAPABILITIES

EXECUTIVE OPERATIONS
Company direction, P&L ownership, multi-unit oversight, budgeting, KPI reporting, process design, and execution.

CREATIVE DIRECTION
Brand architecture, identity systems, campaign development, visual standards, storytelling, and digital experiences.

PARTNERSHIPS
Relationship development, account management, cross-functional coordination, and industry-facing communications.

PEOPLE LEADERSHIP
Team development, coaching, succession planning, talent acquisition, internal promotion, and retention.

MUSIC & ENTERTAINMENT
A&R, artist development, release strategy, vocal production, recording, songwriting, and creative collaboration.

SYSTEMS
Salesforce, Microsoft 365, Google Workspace, Asana, Trello, and Adobe Creative Suite.