

THE PENTHOUSE AGENCY | STRATEGIC CASE STUDY

Strategic Leadership in Experiential Marketing & Cultural Operations



4.27B+
Earned Media Impressions



34M+
Advertising Impressions



12M+
Social Impressions

Strategic Communications & Audience Engagement

Ru Díaz-Johnson is a strategic communications and experiential marketing operator working across arts, entertainment, tourism, nightlife, and live-event ecosystems. Through integrated communications strategy, audience engagement, partnership activation, and operational leadership, she supports large-scale cultural experiences designed to increase visibility, strengthen participation, and build long-term engagement.

"The strongest brands create experiences people want to belong to." -- Ru Díaz-Johnson



Scale & Strategic Impact

Through more than a decade working across live entertainment, nightlife, cultural programming, experiential marketing, and audience engagement, the following strategic visibility and audience-growth milestones were achieved:

4.27B total UVM from PR coverage

34M+ advertising impressions

12M+ social impressions

600K+ social engagements

National press placements including **Forbes**, **Bloomberg**, **CNET**, **Thrillist**, and regional cultural media

Support for sold-out live experiences for **Live Nation** and **AEG**, **Danceportation**, **Global Dance Festival**

12+ years supporting concerts, nightlife programming, experiential events, and cultural audience development across Denver's entertainment ecosystem



Experiential Partnerships & Cultural Activations

For over a decade, Ru Díaz-Johnson has worked across live entertainment, nightlife, arts advocacy, immersive experiences, and cultural programming.

From concert touring environments and hospitality partnerships to innovative immersive activations and community-centered programming, the work has consistently focused on turning ambitious creative concepts into audience-facing experiences that drive participation, visibility, and cultural momentum.

- **FEATURED ACTIVATION EXAMPLES:**

- Southwest Airlines
- Red Bull and Red Bull Sound Select
- Danceportation live-event programming
- VORTEX Music Festival
- IShowSpeed in Denver
- FAN EXPO
- New Mexico United Soccer Team



Operational Leadership & Live Event Coordination

Communications • Partnerships • Audience Engagement • Live Events • Cultural Strategy



Projects have included: **National Cannabis Festival, National Cannabis Policy Summit, Broccoli City Festival, Levitt Pavilion Denver, Balloon Fiesta, New Mexico True, Global Dance Festival**, and large-scale entertainment and experiential environments involving artists, sponsors, tourism organizations, production teams, civic stakeholders, and operational leadership.

The work has consistently required balancing creative vision with logistics, operational coordination, stakeholder management, media visibility, artist relations, and live execution under pressure.

The **Penthouse Agency** is the project execution division of **Roux Black** by **Ru Diaz-Johnson**