Dave Santaniello Joins American Weekend Entertainment as Chief Music Entertainment Consultant

American Weekend Entertainment has enlisted David Santaniello to help establish brand and label partnerships and build Music Daily's audience network within the music value chain

NEW YORK, Feb. 28, 2023 -- American Weekend Entertainment, the parent company of Music Daily, today announced the appointment of Dave Santaniello as Chief Music Entertainment Consultant. Widely associated as a forefather of "Brand Partnerships" while at Sony Music, Dave was more recently Head of Music at Edelman / United Entertainment Group. His work has contributed to Grammy, Cannes Lions, Webby, Shorty, Digiday, and Billboard Awards, alongside Sony's CEO Award for Global Entrepreneurship.

"We are ecstatic that Dave Santaniello has joined our executive team," said Mel Adler, President of American Weekend Entertainment. "Dave is a legend in the music industry and brings decades of knowledge, experience, and relationships that will help mentor our content creators to grow Music Daily's audience network and influencer marketing programs."

American Weekend Entertainment is a Content Agency focused on the emerging Generation Z. Music Daily connects Gen Z fans with the content they love to create about the information they crave to discover. With this fan-driven philosophy, Music Daily creates editorial and video content including new music releases, streaming charts & playlists, fashion, TV & movie reviews plus breaking news about tours, festivals, and live streams; all available through popular online, social and audio podcast channels.

Says Dave Santaniello: "I think what Music Daily is doing is pretty unique, but just how they're doing it is groundbreaking Attracting Gen Zs from around the country to collaborate through their common passion for music. I'm committed to helping Music Daily direct the next generation of content creators to forge their path forward while sharing their love of music with their friends and peers"

About American Weekend Entertainment
American Weekend Entertainment (AWE) is a content creator agency founded by seasoned music and digital executives with a pulse on Gen Z culture. We recruit and mentor passionate fans of pop culture and leverage AI to produce multimedia content for digital syndication channels. AWE is the parent company of Music Daily, a culture-first music and lifestyle network; powered by Gen Z creators & creatives, dreamers, storytellers, culture & community drivers, and action-takers. Music Daily delivers national, regional, and localized on-air & digital coverage for content created by and for Gen Z. Our network of Creators drill down to subcultures, niche communities & fandoms to deliver the most relevant, breaking news across online, social, and podcast channels. Music Daily is a registered trademark of American Weekend Entertainment, Inc. For more information, please visit musicdaily.com and aweinc.tv.

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