

JORDAN WATKINS

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Senior marketing leader with 10 years of experience delivering award-winning B2C & B2B advertising across QSR, CPG, tech, aviation, finance, tourism, healthcare, and government. Skilled at translating business objectives into work that drives growth, cultural relevance, and brand affinity.

CORE COMPETENCIES

Brand Management, Integrated Marketing & Advertising (TV, OLV, Digital, Social, OOH, Print), Creative Development & Production, Cross-Functional Team Leadership, Stakeholder Engagement, Communications Strategy, Consumer Insights & Audience Targeting, Social Media, Email & CRM Marketing, SEO/SEM, Data-Driven Analytics & Optimization, Media Planning & Buying, Content Creation, Influencer & Content Creator Partnerships, Public Relations & Earned Media, P&L & Revenue Management, Lead Generation

EXPERIENCE

DDB CHICAGO | Brand Director

January 2024 - Current

- Led 360-degree B2C advertising and marketing efforts across a \$62MM portfolio of six brands: McDonald's, U.S. Army, Reynolds & Hefty Consumer Products, JetBlue, Ronald McDonald House, & Orkin Pest Control.
- Led a team of six and advanced two team members into promoted roles within one year by leveraging people management and development expertise.
- Managed \$2.6MM in TV and OLV production tied to blockbuster entertainment IPs, maximizing ROI for McDonald's U.S. Happy Meal business across 13 annual promotional windows by aligning campaign timing with major releases including Disney & Pixar (*Inside Out 2*), Universal & Illumination (*Despicable Me 4*), Marvel Studios (*Captain America: Brave New World*), Warner Bros. (*MultiVersus*), and Ubisoft (*Just Dance 2024*).
- Drove 5,670 qualified leads at an 88.9% conversion rate and 41% YoY lift via the FY24 Spring Mission Day Experiential Activation Tour, the U.S. Army National Guard's largest and most successful activation effort; the success of the tour secured approval for a second tour projected to generate another 5,400+ additional leads.

TBWA\CHIAT\DAY LOS ANGELES | Brand Supervisor

January 2022 - January 2024

- Managed global B2C & B2B advertising efforts for a \$15.7MM portfolio of five brands: Unisys, Advanced Micro Devices (AMD), Blue Diamond Growers, Principal Financial Group, and Polly Insurance.
- Led a team of three, fostering collaborative and transparent mentorship, resulting in one promotion.
- Led the award-winning B2B rebrand and launch campaign for Unisys, *Keep Breaking Through*, earning *B2B Rebrand/Relaunch of the Year* at *The Drum Awards 2023* and three *Gold* at the *Transform North America 2024 Awards*. Drove a 19% QoQ increase in high-value traffic, 93% client renewal rate, and 34% of the qualified pipeline, while increasing website visitors by 78% and time-on-site by 61% within 18 months.
- Delivered a 44% revenue increase and 31.3% total CPU market share growth for AMD through a B2B2C rebrand and launch campaign: AMD, *Together We Advance*.
- Generated \$1.25MM in earned media value and a 135MM reach for Almond Breeze beverages through a high-impact social advertising campaign: Almond Breeze Banana, #APEFUEL.

DECODE DIGITAL | Senior Brand Executive

January 2020 - December 2021

Led digital-first, multi-channel B2C advertising campaigns for CommonSpirit Health across paid social, programmatic display, SEM/SEO, and CRM/email marketing.

BOHAN ADVERTISING | Brand Executive

January 2019 - January 2020

Executed cross-channel B2C marketing efforts (TV, OLV, digital, social, & OOH) for the Pigeon Forge Department of Tourism, driving 10MM+ annual visitors by boosting destination visibility, foot traffic, and regional tourism.

SURGERY PARTNERS | Marketing Manager

January 2016 - January 2019

Developed B2C & B2B brand positioning and comms messaging strategies to align Marketing, Business Development, and Sales to drive success in physician recruitment and patient acquisition across 180+ surgical and outpatient facilities.

EDUCATION

The Wharton School, University of Pennsylvania | Professional Certificate in Strategic Management
The University of the South, Sewanee | BA, International Studies & Communications