

JORDAN WATKINS

watkins0506@gmail.com | +1.850.544.5641
www.linkedin.com/in/watkinsjordan/
www.jordanhwatkins.com
Los Angeles, CA

EXECUTIVE SUMMARY

Senior brand and client leader with 10+ years of agency and in-house marketing experience leading integrated B2C and B2B businesses across technology, CPG, QSR, financial services, healthcare, aviation, and other complex categories. Currently accountable for a \$10M client portfolio, with experience leading agency businesses up to \$62M and a track record of accelerating organic growth, strengthening client partnerships, developing high-performing teams, and delivering integrated work that drives sales, pipeline, brand performance, and operating efficiency. Experience includes globally recognized brands such as Samsung, McDonald's, AMD, JetBlue Airways, and the U.S. Army.

CORE COMPETENCIES

P&L & Revenue Growth | Integrated Brand Strategy | Executive Client Partnership | Team Leadership
Creative & Production Leadership | GenAI & Emerging Technology

EXPERIENCE

CRISPIN | Group Account Director (Brand, Client & Business Growth) AUG 2025 - Present

- Own a \$10M integrated client portfolio with P&L accountability spanning Samsung, Target, American Eagle, New Balance, Sherwin-Williams, DSW, L'Oréal, SkinCeuticals, O'Keeffe's and Ken's Foods.
- Lead and develop a four-person account team spanning Director through Manager, expanding roles and advancement readiness while overseeing staffing, performance management, succession planning, and team growth, including development of talent toward Associate Director and Senior Director levels.
- Lead Samsung Electronics America's integrated agency partnership across brand, social, experience, sustainability, and customer care, overseeing senior client relationships and cross-functional strategy, creative, media, production, and account teams.
- Led Samsung's highest-performing and award-winning campaign to date, generating 1.2B impressions, doubling product portfolio sales, increasing awareness 6% and purchase intent 5%, and delivering a 75% VCR, 2x benchmark.
- Pioneered bespoke GenAI production capabilities for Samsung, reducing estimated production costs 91%, from \$5.1M to \$455K, while maintaining creative ambition and expanding the agency's emerging-technology capabilities.
- Grew the Ken's Foods client business 186% in six months, expanding annualized agency revenue through organic account growth and new assignments across the broader brand portfolio.
- Nominated by Crispin's CEO and selected by Stagwell global leadership as one of 26 top talents worldwide for Next Dimension; led the winning team in the program's culminating RFP competition.

DDB WORLDWIDE | Account Director**JAN 2024 - JUL 2025**

- Led an integrated \$62M portfolio spanning McDonald's, U.S. Army, Reynolds & Hefty Consumer Products, JetBlue Airways, Ronald McDonald House Charities, and Orkin, overseeing cross-functional strategic, creative, media, production, and operational delivery.
- Led and developed a six-person account team, resulting in two internal promotions through intentional coaching, expanded responsibility, and performance development.
- Managed \$2.6M in TV and OLV production across 13 annual McDonald's U.S. Happy Meal promotional windows, aligning campaigns with major entertainment partnerships including Disney/Pixar, Universal/Illumination, Marvel Studios, Warner Bros., and Ubisoft.
- Drove 5,670 qualified leads at an 88.9% conversion rate and 41% YoY lift through the FY24 Spring Mission Day Experiential Activation Tour, the U.S. Army National Guard's largest and most successful activation effort; performance secured approval for a second tour projected to generate 5,400+ additional leads.

TBWA\CHIAT\DAY LOS ANGELES | Account Supervisor**JAN 2022 - JAN 2024**

- Managed global B2C & B2B integrated campaign initiatives across a \$15.7M portfolio of brands including AMD, Unisys, Blue Diamond Growers, and Principal Financial Group.
- Managed and developed a three-person account team, supporting the promotion of one team member while strengthening team performance and account continuity.
- Led the award-winning B2B rebrand and launch campaign for Unisys, *Keep Breaking Through*, driving a 93% client renewal rate and 34% of the qualified pipeline and earning B2B Rebrand/Relaunch of the Year at The Drum Awards 2023 and three Gold awards at the 2024 Transform North America Awards.
- Delivered a 44% revenue increase and 31.3% total CPU market share growth for AMD through the B2B2C rebrand and launch campaign, *AMD, Together We Advance*.
- Generated \$1.25M in earned media value and 135M reach for Almond Breeze through the high-impact social campaign *Almond Breeze Banana, #APEFUEL*.

DECODE DIGITAL | Senior Account Executive**JAN 2020 - DEC 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 | Account Executive**JAN 2019 - JAN 2020**

Executed cross-channel B2C marketing across TV, OLV, digital, social, and OOH for the Pigeon Forge Department of Tourism, driving destination visibility, foot traffic, and regional tourism supporting 10M+ annual visitors.

SURGERY PARTNERS | Marketing Manager**JAN 2016 - JAN 2019**

Developed B2C and B2B brand positioning and communications strategies aligning Marketing, Business Development, and Sales to support 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, Seawee | BA, International Studies & Communications