

Jennie Gilman

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Experience:

Condé Nast – Manager, Brand Marketing – Travel Category | New York, NY

July 2019 - Present

- Drove \$4.3M in revenue in partnership with Condé Nast's sales, digital, research, events and editorial teams since July 2019
- Successfully created, pitched and executed \$650K in new business for Tourism Ireland's multi-platform campaign across Bon Appétit, The New Yorker, Glamour and Condé Nast Traveler
- Built go-to-market opportunities for destinations sub-category and responsible for providing industry insights to the greater team
- Led large partner program pitches with clients such as Tourism Ireland, TripAdvisor, Charleston Tourism Board, Baha Mar Resorts, Silversea Cruises, Delta Airlines, Collier County CVB, Visit Florida and Excellence Collection Resorts in their video, social, digital, events and print campaigns from pitch to execution
- Successfully managed travel category advertising clients in their custom content, distribution and research campaigns in the pre-sale phase across Condé Nast brands such as Condé Nast Traveler, Bon Appétit, The New Yorker, Vogue, GQ, Glamour and more
- Strategic Development with editorial teams on branded content concepts across video, social, print and digital properties
- Partnered with post-sale teams for a seamless transition and continue to manage clients throughout execution phase

Warner Media – Coordinator, Integrated Marketing (TBS and TNT) | New York, NY

June 2016 – July 2019

- Created multi-platform sponsorship opportunities including custom content, in-show integrations, social opportunities and events for clients to obtain new potential partners and maintain current relationships
- Secured a multi-year partnership with Boston Beer/Conan O'Brien and The New York Comedy Festival bringing in \$2M in new revenue for the first year
- Assisted on additional partnerships including eBay/iHeart Radio Music Awards, Denny's/iHeart Radio Music Awards, Universal Orlando Resorts/Drop the Mic and more, securing over \$10M in revenue total
- Managed advertising clients across agencies and holding companies such as Horizon, Omnicom Media Group, and Publicis in their custom content campaigns
- Strategized and delivered new-to-market Video On Demand, Digital and social opportunities, managing the Upfront initiatives of these platforms each year
- Collaborated with network, sales, presentation design, research, social, and digital teams on custom opportunities
- Managed multiple college interns, created full program for their 9-week internship and assigned and oversaw all of their daily tasks and projects
- Received Spot Bonus – awarded to employees who go above and beyond their expected daily needs

Discovery Inc. – Ad Sales Assistant, Direct Response | New York, NY

June 2015 - June 2016

- Provided support to Direct Response Account Executives across Discovery Communications' networks and increased new business revenue by 15% across Oprah Winfrey Network, Discovery Family and Animal Planet networks
- Responsible for client orders and scheduling flighting/program changes for the Oprah Winfrey Network booking at least \$35M per quarter
- Maintained all client contract files and coordinated brand allocations while establishing strong relationships with clients and agencies by handling their orders and daily concerns
- Acted as a liaison between clients and other Discovery Communications' departments for traffic and brand concerns
- Received one Stellar Award – an award for "employees who have gone above and beyond" expectations

Warner Media – Integrated Marketing Intern (TBS and TNT) | New York, NY

2014 Summer Program

- Developed cross-divisional promotion sales plan of a major brand utilizing Turner's programming and marketing assets as part of a required Internship Program project
- Presented promotional plan project to Executive Management from all departments of Turner Entertainment Networks, resulting in excelled performance marks
- Sent out daily real time marketing updates revolving around current media events
- Researched competitors newest marketing platforms and compiled them to send out for awareness
- Managed new shows premiering on networks to monitor sponsorship needs
- Developed business relationships within Turner's vast portfolio including sister networks, sports, digital and ad sales

Education: Gettysburg College | Gettysburg, PA

Graduated: May 2015

Studied Abroad Fall 2013 | Florence, Italy
Bachelor of Arts: Sociology and Education

Skills: Proficient in Keynote, GSuite, Mailchimp, SHOPS, Deal Builder, Gabriel, and Gemini