

JETTA BATES VASILATOS

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CAREER PROFILE

Creative, efficient, award-winning **senior marketing executive** offering 15 years of experience in marketing, experiential campaigns, publicity, partnership development, and digital programs for influential brands including **YMCA, Nielsen, Coca-Cola**, and **Motorola**. Experienced strategist who partners with executive leaders to achieve company's growth goals. Exceptional achievement increasing awareness, fostering relationships, and managing remote teams.

AREAS OF EXPERTISE

- Marketing / PR/ Brand Strategy
- Social / Digital Media
- Millennial / Influencer Marketing
- Multiplatform Content Design
- Budget Management
- Events / Sponsorships

KEY ACHIEVEMENTS

- Developed marketing campaign to assist **McGaw YMCA** in securing more than 13 million dollars in revenue. Led the branding and content design for the launch of their state-of-the art MetaMedia technology teen space.
- Directed public and community relations efforts for **Coca-Cola's** title sponsorship of Essence Music Festival, resulting in the highest consumer visibility in more than 10 years.
- Increased Millennial visibility by 48% and took media impressions from 1,200 to 5.3 million for **Nielsen Public Affairs** in less than a year by launching the division's social media presence, revamping the national sponsorship, public relations and content strategies, and growing the digital and media relations team.
- Designed and managed the integrated marketing campaign, and global education initiative, for **Walmart/Time Warner's** multimillion-dollar Voices of Color community film initiative and international tour.
- Created an international, multilingual corporate social responsibility campaign for **ITW's** sustainability-focused World Environment Week. Initiative featured refreshed corporate identity, multiplatform content in five languages, educational partnerships and a STEM-focused arts contest. Engaged 50K employees in 57 countries increasing participation by 35%.
- Earned the Gold SIAA public relations award and seven advertising industry honors for Walmart. Recipient of the Windy City Women Trailblazer Award and 50 Women of Power in Business, U.S. Department of Commerce.
- Cast member of NBCUniversal/BravoTV's travel show *Tour Group*; trend contributor for iHeartRadio, WCIU-TV, WBEZ, ESSENCE Magazine and BuzzFeed. Presenter on branding and social media for SXSW Interactive, Northwestern University, and Social Media Week. Immediate past board president of the Chicago Black Public Relations Society.

PROFESSIONAL EXPERIENCE

TWIST GLOBAL, NEW YORK, NY 2011 – PRESENT

MANAGING DIRECTOR / CHIEF MARKETING STRATEGIST

Designs consumer marketing, community relations, and branding campaigns that spark conversation, engender trust, and inspire action with consumers and market influencers in the U.S. and internationally. Develops integrated marketing initiatives with a focus on ROI and social good. Leads a team of consultants and trusted vendors to offer the entire continuum of services from insights and concepts to execution and measurement.

Sample of Key Clients & Accomplishments:

- For Coca-Cola's Community Affairs division, led outreach efforts for the launch of the national **Millennial educational tour** featuring the movie *Mandela: Long Walk to Freedom*. Designed social media, tastemaker engagement and audience generation campaign that resulted in sold-out theaters and #Mandela trending at #1 in New Orleans (beating out #Christmas).
- Partnered with HBO's marketing firm to lead influencer relations and drive viewership for the *Insecure* series launch.
- Produced digital media and influencer program that helped Adidas capture more market share and win the hearts and minds of Millennial basketball fans and fashion enthusiasts. Secured more than 500,000 social media impressions in two days at their sponsorship of a signature basketball championship weekend.

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NIELSEN, CHICAGO, IL 2007 – 2011

ASSOCIATE DIRECTOR, PUBLIC AFFAIRS (VICE PRESIDENT EQUIVALENT) (2010 – 2011)

VICE PRESIDENT/ACCOUNT DIRECTOR – AGENCY CONSULTANT (2007 – 2009)

Reported directly to the Senior Vice President. **Oversaw the U.S. public relations and digital division for public affairs**; led a team of six managers and agency consultants. Recruited as a strategist to leverage consumer insights in key U.S. markets to create effective, memorable Millennial and social media campaigns. Served as a speaker and industry expert at national events. Identified, negotiated, and funded high-visibility sponsorships; designed on-trend consumer outreach campaigns, and oversaw the development of engaging, multiplatform content and creative.

Key Accomplishments:

- Tapped by the president of the North American Buy division to lead the negotiation and national communications launch of the \$2.5M **Feeding America** and Nielsen Philanthropic Agreement, **the largest in the company's history**.
- Traveled nationally to lead publicity and influencer outreach, sponsorship activations, and social media efforts for company-sponsored events such as the GLAAD Media Awards, Advertising Week, as well as various STEM and technology events.

BEAMAN, INC. (ADVERTISING/PUBLIC RELATIONS AGENCY), CHICAGO, IL 2007 – 2010

VICE PRESIDENT/ACCOUNT DIRECTOR

Led marketing, brand, and publicity team in delivering strategic direction and bringing powerful ideas and insights to life for agency's entertainment and lifestyle client portfolio, which included AT&T, Creme of Nature, Nielsen, BP and others. Groomed junior account managers to provide premier client service and maintain a strong understanding of changes in the client's industry and how customer needs are adapting. **Consultant position; reported directly to the president.**

Key Accomplishments:

- Directed marketing, digital, and influencer campaigns for Coca-Cola, including Millennial film tours, music festivals, campus activations, and the launch of Sprite Green, featuring red carpet events with celebrities such as Jay Z, Beyoncé, and Idris Elba. Initiatives resulted in millions of social/media impressions and product endorsements
- Drove organizational growth by creating new business strategies for Microsoft, BP, Oracle, Coca-Cola, and more.

E. MORRIS COMMUNICATIONS, CHICAGO, IL 2004 – 2006

ASSISTANT DIRECTOR, NATIONAL PUBLIC RELATIONS AND CONSUMER MARKETING

Reported directly to the Senior Vice President; **led a cross-functional direct and indirect team of 28 managers, creatives and agency partners**. Oversaw the strategic planning and execution of revenue-extending marcom strategies for all the agency's premier accounts. Worked closely with celebrity talent and the creative, marketing, and media relations teams to ensure engaging, fully integrated marketing experiences; cohesive, authentic messaging; and ROI for our clients.

Key Accomplishments:

- Directed the tour creation, event marketing, and publicity efforts for a multimillion-dollar Walmart/Time Warner film initiative and Tyson's celebrity chef tour.
- Held full P+L responsibility for the Illinois Department of Transportation's \$1B Dan Ryan and Kingery expressway project. Campaign resulted in a 30% increase in train ridership and more than **2,400 press articles**.

CHICAGO TRANSIT AUTHORITY, CHICAGO, IL 2003

GOVERNMENT AND COMMUNITY RELATIONS OFFICER

Managed community and government relations for the \$530M Brown Line CTA capital project. Served as liaison to the community, elected officials, local press, engineering and architecture firms, and various city and state departments.

Other positions include Freelance Lifestyle/Travel Writer and Video Contributor for ESSENCE Magazine/BuzzFeed Community/Second City Style, NBC-5, USA (2007–Present), On-air Lifestyle Contributor "You and Me This Morning" for WCIU-TV Chicago (2009–2011), On-Air Talent "Tour Group" for BravoTV (2016).

EDUCATION

Columbia College, Chicago, Illinois

Bachelor of Arts, Marketing with concentration in Public Relations and Journalism (2002)

Public Relations Intern/Account Coordinator, Beaman, Inc. (1999–2002)