

Kevin Wilkerson

225 Central Park North • New York, NY 10026 • (303) 883-1685 • Kevin.J.Wilkerson@gmail.com

Experience

Droga5 | New York, NY

Sr. Communications Strategist – JPMorgan Chase, YouTube, Accenture, Mattress Firm, Dos Equis 11/16 - Present
Communications Strategist – Johnsonville, The Nature's Bounty Company 08/15 – 11/16

- Heavily collaborated with creative teams, translating ideas into well designed and impactful executions across a wide variety of objectives
- Developed strategic plans based on clients' business needs establishing specific and actionable goals for advertising and communications presented to and approved by senior management clients
- Shepherded the planning process of media, public relations, social and other partner agencies to align with client-approved plans and recommendations, ensuring campaigns delivered against goals
- Regularly supported successful new business pitches for Tencent, YouTube Kids, and Kimberly-Clark among others
- Planned and executed a weather-triggered digital campaign for Johnsonville leveraging dynamic display and video assets that drove a 13% lift in purchase intent and a 3% lift in sales nationally despite only running in 19% of the country
- Curated bi-weekly newsletters distributed internally to the agency summarizing developments from the media industry that regularly garnered open rates above 70%
- Managed the department's Summer Internship program, evaluating and selecting candidates, training them on research platforms, and teaching them the fundamentals of strategic planning

Wieden + Kennedy | New York, NY

Integrated Media Planner – Booking.com, Equinox 05/14 – 08/15
Assistant Media Planner – Booking.com, ESPN 01/13 – 05/14

- Planned, executed and optimized media plans for national advertisers upwards of \$40M in both U.S. and Canadian markets
 - Won a gold Travel & Tourism Effie for the North American Booking.com campaign
 - Planned and executed paid search and social campaigns, regularly delivering results above category and client benchmarks
- Researched and built relationships with numerous media partners and vendors, ensuring that our plans and recommendations leveraged any new and relevant ad products and technologies
- Developed implications and learnings to apply to future initiatives based on analysis and synthesis of first and third party campaign performance data

Platform and Software Proficiencies

- Google Ads Search, Ads Mobile and Shopping Certified; Facebook for Business; Simmons Oneview; MRI; comScore; Nielsen AdIntel and Commspoint; Microsoft Office; Google Apps; Keynote

Education

The University of Texas | Austin, TX

B.S. in Advertising and Communications May 2012

- TexasMedia Sequence
- Business Foundations Program

Fun Facts

Star Wars fanatic, dog owner, egg salad eating champion, book-Shai-Hulud, repository of random facts, I spent my first year of college as an Astronomy major and learned Italian to better enjoy a vacation to Northern Italy.