

JENNY MAKUNAS

San Francisco CA • 415.609.1504 • jenny@makunas.com • www.linkedin.com/in/jennymakunas/

LONG STORY SHORT

I have over fifteen years of experience with global consumer and media brands on both the agency and client side, with a focus on breakthrough creative work that drives user engagement, brand equity, and ROI.

What that really means: I'm a true "Tradigital" marketer. I started making digital advertising when all banners did was blink, and have since built apps and maps, infographics and interactive videos, and lots and lots of websites. Along the way, I've also made TV commercials, print ads, billboards, bus shelters, trade shows, and sent many genuinely cool pieces of email and direct mail. I'm passionate about customer insights, user-centric design and love creating order from chaos, whether that be through thoughtful strategies, emotional storytelling, or simply a beautiful piece of advertising.

I believe in being: Strong in thought and kind in tone. A senior leader who truly believes that great ideas come from everywhere. A go-to girl to build inclusive teams of people empowered to be thoughtful, outspoken, and passionate in their defense of good work.

WORK

Rosetta | San Francisco CA | 2015 - present

VP, Associate Partner, Account Management

- Account Management lead for Rosetta's San Francisco office (part of Razorfish Global). Responsible for health, profitability, and growth of a dynamic portfolio of multi-million dollar accounts, including Bank of the West and BlackBerry; additional focus on organic account growth and new business development

Electric | San Francisco CA + Los Angeles CA | 2014 - present

Co-Founder; Marketing Lead Consultant

- Cooperative consultancy focused on experiential marketing. Formed to augment production teams for music festivals, providing support sourcing, pitching, and managing partnerships and developing and executing marketing, media, and creative strategies from attendee acquisition through event activations

MRM / McCann | San Francisco CA | 2010 - 2015

VP, Account Director

- Senior lead for Wells Fargo's digital AOR. Responsible for planning, strategy, and execution for large-scale national campaigns for the Wells Fargo master brand and for multiple lines of business (Home Mortgage, Wells Fargo Advisors, Consumer Credit Services, etc.)
- Drove digital launch of over 50 Wells Fargo campaigns each year, including Wells Fargo's largest national multi-channel programs
- MRM was lead agency for a number of these campaigns and drove creation of all work with multiple partner agencies, across all channels (TV, radio, print, OOH, digital, and social) from concept to execution
- Managed cross-functional distributed team of over 15, including four direct reports. Also managing integrated partnerships with teams at over eight additional advertising, social, and media agencies

Account Director

- Agency lead for the iShares Relationship Marketing business (Jan. 2011- Jan. 2013). Engagement encompassed iShares' entire product suite, and ranged from large multi-year integrated campaigns to targeted tactical executions
- Team pioneered iShares' "disruptive marketing" practice, deploying traditional guerilla and/or consumer-focused techniques against a B2B/financial services audience and achieving category-leading results
- Oversaw delivery of 200+ projects/year, including digital, direct mail, and print; managed against both retained and non-retained work. Relationship lead for client team of 10-15 marketers and additional key influencers within the iShares organization; managed a cross-functional agency team of over 15 including three direct reports
- Concurrently led extended engagements with Intel's IDF and Channel teams (Feb. 2010 – May 2011), including the end-to-end digital and mobile experience for Intel's Developer Forum (IDF Beijing and San Francisco) (nominated for an Intel Innovation Award)

Ogilvy One Interactive | San Francisco CA | 2009

Freelance Account Director

- Agency lead for Wells Fargo and InfoPrint engagements. Primary client contact and internal cross-functional team leader for multiple large-scale initiatives across both businesses; responsible for management of all strategic and creative work from scoping through delivery

CenturyLink | Wake Forest NC | 2009

Consultant: Portal and Engagement Marketing

- Recruited for specialized short-term consultancy focusing on Century Link's growing interactive services division; jump-started customer retention and engagement practices

Goodrec, Inc. | San Francisco CA | 2008

Freelance Director of Marketing

- Responsible for all marketing, product marketing, branding, community, and PR initiatives for online/mobile social recommendation service with seed-stage funding (acquired by Groupon)

Yahoo! Inc. | London UK + Sunnyvale CA | 2004 - 2008

End-to-End Lead: BT Yahoo! Marketing

- Defined and led all strategic engagement, retention, and partner marketing initiatives for the BT Yahoo! partnership
- Grew broadband household engagement by 50%, total unique users by 45%, and total page views by 62% year on year while reducing marketing expenses by 75% and preserving key revenue streams and positive ROI
- Executed multiple co-marketing programs with BT partner teams, including multi-channel (online, DM, print, telephone), early life experience, and usage stimulation. Achieved engagement level of over 50%

Special Projects – Connected Life Europe

- Spearheaded pan-European deployment of multi-phase plan to increase awareness for new Yahoo! Mobile brands
- Successfully developed and executed Yahoo!'s first presence at the Mobile World Congress conference in Barcelona, Spain
- Received the Q107 Yahoo! Connected Life global "Go To Town" award

Engagement Marketing Manager, AT&T, Rogers, and Verizon

- Managed all member marketing activities for Yahoo!'s partnerships with AT&T, Rogers, and Verizon. Responsible for strategic direction and implementation of all ongoing member activities
- Tapped to extend CRM practice globally with 3-year global assignment to Yahoo! Europe
- Received CMO's Purple Cow Award for Marketing Excellence

Digitas | Boston MA | 1998 - 2002

Account Supervisor: Yahoo!, Microsoft, Charles Schwab, and Dell

Account Executive: Dell and American Express

Associate Account Executive: American Express

Bronner, Slosberg, Humphrey | Boston MA | 1997 - 1998

Associate Account Executive: Pfizer and Harcourt General

SCHOOL

Harvard University | Cambridge MA | 1993 - 1997

B.A. with high honors in American History and Literature

FUN

Certified Ashtanga Yoga instructor whose current classes now consist of teaching her 7-year old daughter and 2-year old son how to sit in lotus. I'm personally passionate about good design (in all forms), always on the hunt for new music, and unapologetically fond of all things shiny.