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Jen Ramirez

13+ years experience leading brand development and integrated creative marketing programs across industries, including technology. Big picture thinker and attentive to even the smallest of details. Team leader of scalable, engaging, innovative campaigns across global, national, and regional markets.

RELEVANT WORK EXPERIENCE

Director, Accounts Carousel



10/2020 - Present

- Manage and drive the ongoing Agency of Record relationship for Snap AR. Responsible for ensuring Carousel is delivering against the scoped services within budget, providing support and strategic leadership, and leading cross-functional coordination amongst agencies and stakeholders.
- Drive tight timelines to lead brand development of Snap AR's ecosystem including creation of brand design language, brand mapping of ecosystem, establishment of cohesive language, and facilitation of interviews and consensus building amongst stakeholders including Executive Leadership, Camera Platform, Engineering, Product, Marketing, and Creative teams.
- Launched two new websites for Snap AR and Snap for Developers. Led coordination between agencies and Snap teams, guided stakeholders through the process and drove consensus building, and facilitated creation of content strategy, design elements, and production of assets to fulfill both sites in an aggressive timeline.
- Agency lead for Snap's 2020 and 2021 3 Day Global Augment Reality Festival, Lens Fest, including management of timelines from concept to completion, coordination of filming 75 participants (in-person/remote), legal clearance of all assets, stakeholder coordination, and management of strategy and design elements for integrated marketing campaign. Lens Fest 2020 resulted in one cohesive 3 day global virtual event surpassing attendance goal by 243%.

Director, Account Management 62ABOVE



08/2018 - 09/2020

- Led teams and clients through strategy, GTM planning, creative ideation, production, and execution of paid and organic media including broadcast, OOH, digital, social, influencer and PR. Built consensus amongst stakeholders and provided strategic leadership to data driven marketing campaigns.
- Managed internal staffing, utilization, budgets, forecasting, and client onboarding. Drove and optimized internal efficiencies and client processes. Sought, encouraged, and provided professional growth opportunities to direct team.
- Cultivated client and partner relationships; provided ongoing business insights to clients and team; developed proposals, SOWs, and MSAs for new and existing clients; wrote creative/media briefs; drove internal and external communications; managed and coached Account Management team.

Account Supervisor Wexley School for Girls, LLC



08/2016 - 05/2018

- Led national integrated brand advertising campaign for Sparkling Ice, across digital, social, influencer, broadcast television and radio, experiential, and out-of-home for 9% lift in un-aided brand awareness in crowded beverage category.
- Drove digital and social programming for introduction of Shimano electric bikes to the US market. Worked in coordination with strategy, creative, and media partner to develop a cohesive test and learn campaign resulting in 82% decrease in cost-per-click (CPC) and 2000% increase in visits by year-end.
- Created partner marketing model and experiential campaign for Lyft's inaugural partnership with Seattle's renowned Dick's Burgers resulting in 17% increase of rider activations year over year for major regional entertainment event; channel activation nationally replicated and leveraged.
- Led strategy, creative, production, and vendor partnerships for City University of Seattle online and offline lead generation to enrollment campaign resulting in 20% growth year over year in budget-constrained environment.

Account Supervisor Razorfish



03/2015 - 07/2016

- Initiated and led development of strategy, creative, UX, and vendor partnership for T-Mobile's innovation program, Spotlight, which showcased 14 unknown inventors and product innovators to nationwide markets.
- Managed 15 member cross-department project teams to develop and execute marketing campaigns, product launches, Apple partnership campaigns, Samsung partnership campaigns, innovation ideation, and website redesign and platforming for T-Mobile and Authorize.Net.
- Led T-Mobile's 2015 Holiday program's website development from creative concepting through deployment facilitating coordination among 5 partner agencies and product partnerships resulting in 1M incremental site visits and 5% increase in conversions year over year.

RELEVANT WORK EXPERIENCE

Senior Project Manager

Frank Unlimited, LLC

06/2013 - 03/2015



The Everett Clinic

- Managed \$6M budget, 2 direct reports, and 5 client programs resulting in integrated advertising campaigns surpassing client growth goals.
- Drove and optimized marketing budget and strategy for healthcare client growing patient volume by 15%.
- Led marketing campaign for credit union's new members and home equity and auto loan programs resulting in 4000 net new members and a 45% increase in home equity and auto loans.

Senior Integrated Project Manager

FCB Global

02/2011 - 06/2013



- Led project management of \$7M program with 40+ project tracks of work including DreamWorks partnership, website development, and awareness campaign for counterfeit toner cartridges with HP; at year-end was recognized as most valuable employee.
- Managed and mentored 7 direct reports for \$2M direct to consumer energy efficiency program. Developed the Southern California regional program strategy resulting in 63,000 high value direct to consumer contacts. Headed government outreach, on-air interviews, and developed social strategy.

State Deputy Director

Democratic National Committee (Organizing for America)



06/2009 - 01/2011

- Managed 80+ staff to execute statewide electoral and issue-based programs; while simultaneously implementing outreach program resulting in development and training of 150+ local community teams.
- Executed over 125 high profile events including townhalls and fundraisers featuring President Obama, Congressional/Senate Members' community activities, celebrity events and fundraisers, press conferences, round table discussions, and rallies on behalf of candidates/issues.

Associate

The White House

03/2009 - 06/2009



- Developed President Obama's inaugural DC Scholars and White House Internship programs streamlining the application process via data tracking, created the cross-department evaluations schedule, arranged welcome week programming, and liaised communication with 10+ White House offices.
- Managed evaluation and interviews for DC Scholars and 6000+ candidates seeking the White House Internship; acted as lead point of contact for 100 selected interns and conducted on-site visits and program presentations for DC Scholars.

Regional Director

Obama for America

11/2007 - 11/2008



- Managed 24 direct reports and regional activities including celebrity events, rallies, etc. resulting in the historic election of President Obama.
- Assisted in building the foundation of the general election campaign by facilitating a training program of 200 fellows; directly mentored 12 whom later were hired as staff.

SKILLS

Cross-functional Collaboration

Brand Strategy & Planning

Integrated Marketing

Consensus Building

Program Management

Coaching & Mentorship

Project Management & Delegation

Creative Problem Solving

Brand Management

Trend Forecasting

EDUCATION

Bachelor of Arts in Social Sciences

San Diego State University