

Jenna Gold  
portfolio.jennagold.com

67 Hudson Street, 5C  
New York, NY 10013

JennaEG@gmail.com  
917.499.1699

Digital Production. Branding. Social Media. Campaign Strategy.

A seasoned ability to drive projects based upon strategic business goals while never ignoring those creative details that can make or break a program's overall success. I build consumer-centric immersive brand experiences within Fashion, Beauty and Luxury where the objective is to avoid traditional complacency and identify differentiated ways of connecting. I bring a diverse background in Social, PR, Media, and Events - and combine this with a heavy integration of lifestyle, entertainment and popular culture - to lead teams who want to achieve breakthrough customer experiences that build brands.

## Professional Experience

- Mar 2016- Current**      **Armstrong, New York, NY**  
**Director of Creative and Production Services.**  
Managed Interactive and Content production for a start-up agency based in Paris. Worked with multidisciplinary teams globally to lead the redesign of Shiseido Cosmetics Americas e-commerce site, and development of new content for the site.  
Worked closely with Paris-based Executive team to define best practices and process for successfully managing US clients and internal partners.
- Oct 2015- Mar 2016**      **360i, New York, NY**  
**Senior Integrated Producer, Freelance.**  
Led program development for clients such as Coca-Cola, Nestle, and Mondelez.
- April 2015-Oct 2015**      **Laird+Partners, New York, NY**  
**Senior Digital Producer, Freelance.**  
Led UX, Design and Development of a global branded content site for the agency's largest integrated client, Swarovski.  
Managed execution of all digital campaign components for retailer Lane Bryant's campaign launch, including paid media, site design and development, and blogger and partnership activations.  
Managed Strategy, UX and design for a property concept site for Four Seasons hotels.  
Led Discovery and Scoping for all Digital projects agency-wide.
- June 2014-Mar 2015**      **Code and Theory, New York, NY**  
**Senior Producer.**  
Created product and brand-centric global campaign activations for Maybelline New York. Led content strategy and UX for the global redesign of Maybelline's brand site.  
Managed successful New Business endeavor and client onboarding for Chandon sparkling wines (a Moet Hennessy brand). Led brand repositioning, social and communications strategy and brand persona development.  
Managed budgets, scopes, internal teams, and project timing via daily client contact.
- Aug 2013-June 2014**      **Spring Studios, New York, NY**  
**Senior Project Manager.**

Led strategy, concept development and execution of campaigns for clients including Target Beauty and Unilever. Oversaw interdisciplinary agency teams in order to create a full breadth of campaign content including print, video, online advertising, social media and custom ecommerce site deployment. Guided New Business introductions and endeavors while growing vital relationships with existing clients. Developed and implemented agency-wide process in a rapidly growing environment.

**Nov 2011-Aug 2013**

**LIPMAN, New York, NY**

**April 2013-August 2013: Senior Producer**

**November 2011-April 2013: Producer**

Managed a variety of projects for fashion and luxury clients including 7 For All Mankind, Canyons Resort, Stuart Weitzman, and David Yurman.

Project experience included social campaigns; e-commerce and brand sites; and online media. Responsibilities included full project management from strategy and UX through creative and development, including sourcing and managing 3rd party vendors, project scoping, and budget management.

Led launch of Archetypes.com (named one of Time Inc.'s 10 NYC Startups to Watch for 2013), managing strategy, branding, UX, design and development through site launch.

**Nov 2009-Oct 2011**

**Porter Novelli, New York NY (a division of Omnicom Group)**

**June 2010-October 2011: Associate Interactive Producer**

**Nov 2009-June 2010: Senior Account Executive, Social/Brand Marketing**

Concepted and managed design and development of online programs including e-newsletters, websites, and social applications across consumer and healthcare clients, as well as corporate initiatives.

Developed and managed digital programs for clients including Pepsi, Gillette, Monster.com and Johnson & Johnson. Oversaw the creation of online digital content and influencer engagement supporting PR programs.

**Nov 2007-June 2009**

**MySpace/Fox Interactive Media, Chicago IL (a division of NewsCorp)**

**Associate Manager, Integrated Marketing.** Created custom, integrated campaigns on and offline utilizing content and media for top advertisers including Target, McDonald's, Anheuser Busch, JCPenney and Unilever.

**Oct 2005-Oct 2007**

**Radiate Group, Chicago IL (a division of Omnicom Group)**

**Manager, Marketing Services.** Managed internal and corporate communications for an experiential marketing network. Agency specialties include Celebrity Endorsement, Entertainment Sponsorship, and Fashion and Luxury PR.

**Oct 2004-Oct 2005**

**Foote, Cone & Belding, Chicago IL**

**Assistant Account Executive, S.C. Johnson Home Storage Division**

**Internships**

**2004: J. Walter Thompson, Chicago IL  
Account Planning**

**2002: Fallon Worldwide, Minneapolis MN  
Account Planning**

**Education**

**University of Colorado at Boulder, Graduated 2004**

Majored in Media Studies in the School of Journalism and Mass Communications. Focus in Sociology.

**Skills:** Strong computer skills including Word, Excel, PowerPoint, Keynote, Project/Omniplan, Wordpress,

experience with multiple CMS and ecommerce platforms.

**Hobbies:** Exploration of popular culture, fashion, music, film, television, travel and retail businesses.

**References:** On Request