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📍 chicago

AWARDS

Light the Way IHIF Opening Reception received a **Silver PRO Award**

Mouscar recipient (Disney's highest level of recognition) for in-room channel content

Miller Lite's "Chi-rish" promotion was named a **PROMO Award finalist**

SKILLS

Professional

Agency Management
Annual Planning
Brand Activation
Brand Identity
Brand Management
Brand Positioning/Strategy
B2B/B2C Marketing
Content Marketing
Digital Marketing
Event Marketing
Marketing Operations
Media Planning
Organizational Design
Portfolio Management
Product Marketing/Launches
Budget Management

Technical

Microsoft Office/Teams
Slack
Workfront
Google Workspace/Analytics
Tableau
Hubspot
Salesforce
Sprinklr
ChatGPT
Profitwheel
Lumen5

Jay Davidson

Marketing Executive

Over 25 years of experience addressing the three barriers brands most commonly cite in building a high-performing in-house marketing team. Track record of attracting and retaining top talent, building environments that encourage curiosity, exploration, and experimentation, and collaborating across organizations to secure buy-in and build advocacy. Has grown revenues for brands including Disney, Hilton, MillerCoors, The Chamberlain Group, and Guaranteed Rate by leading fully integrated teams that design, deploy and optimize campaigns that ignite a brand's entire ecosystem.

EXPERIENCE

02/2022 - 11/2023

GUARANTEED RATE

Chief Brand Activation Officer

Led an integrated in-house team of 60 employees, supporting a portfolio of brands, and delivering 2,500+ programs annually.

- Reduced time spent on non-revenue generating activities by 75% via redesigned program intake process.
- Secured leadership buy-in on the company's first brand purpose, positioning, creative strategy, and target personas.
- Accelerated creative development time by 30% by adopting AI and other marketing technology.
- Improved resource allocation by 60% by implementing a tiered product launch strategy.
- Increased content marketing output by 400% by establishing a cross-functional team and integrated workflows.

SVP, Marketing

Developed, executed, and optimized an annual marketing calendar that included 35+ brand, product, and audience-specific campaigns.

- Achieved 98% on-time delivery rate by redesigning workflows for brand, product, and quick-turn requests.
- Authored value propositions for over 25 financial products via close collaboration with product teams.
- Lead generation campaign helped Guaranteed Rate Insurance achieve its most profitable month ever.
- Go-to-market strategy for Same Day Mortgage helped drive \$3B in revenue in five months.
- Rate App launch campaign delivered 10k downloads in two weeks at a \$.25 CPI.

01/2021 - 02/2022

SIXSPEED

Head of Account Service & Brand Strategy

Won \$2MM in new business in six months by restructuring account service and business development departments to support aggressive agency growth goals..

- Accelerated restructuring by updating job descriptions, career pathing, training, and employee review process.
- Expanded capabilities through a combination of new hires and building an expert network of freelance and strategic partners.

EDUCATION**B.S. in Sports Management**

University of Dayton

VOLUNTEER**AYSO**

8/2022 - Current

Coach, Chicago, IL

UPSHOT AGENCY**SVP, "Smart Home" Collective Lead**

Designed and implemented an operating model to deliver holistic marketing solutions for leading home improvement brands including Chamberlain, LiftMaster, MyQ, Therma-Tru, Fiberson, Fypon, and Elkay.

- Developed department plans and led hiring efforts to expand capabilities including paid media, analytics, and content.
- Tenure rate for employees within the collective was 4x general agency.
- Integrated annual planning process delivered record-high brand awareness (81%) and increased dealer leads by 1900% for LiftMaster.
- LiftMaster's \$1.5MM HGTV Smart Home activation delivered 2X ROI, 175,000+ leads, and a purchase consideration lift of 68%.
- Updated Therma-Tru brand purpose and positioning to better support Fortune Brands' business strategy.

VP, B2B Practice Lead

Established B2B practice within the agency, supporting brands looking to build awareness and preference with B2B audiences including Hilton, The Chamberlain Group, Nuveen, Elkay, and Physicians Immediate Care.

- Grew client revenues by 200% over four years.
- Repositioned and refreshed all Chamberlain Group brands, fueling +10% sales growth for three consecutive years.
- Updated branding and in-market activations helped Physicians Immediate Care expand locations by 40%.

VP, Hilton Worldwide

Led Hilton Worldwide's first global agency relationship charged with designing and implementing a multi-year strategy to institutionalize B2B marketing globally.

- Conducted a global audit of existing sales and marketing tools to inform a three-year implementation roadmap.
- Created an online collaboration tool that reduced proposal development time by 35% while improving conversion by 15%.
- Improved Owner satisfaction by 20% by designing the hospitality industry's first Owner loyalty program, Owners Access.

VP, Kerasotes Movie Theatres

Developed the positioning, visual identity, and launch campaigns for ShowPlace ICON Theatres.

- Launch campaigns in Chicago and Minneapolis exceeded attendance goals by 30%, helping brand expand to four additional markets.

VP. MillerCoors

Led cross-functional, regional marketing team, supporting 160 programs for Miller Lite annually.

- Implemented new processes and strategies that improved speed to market and reduced development costs by 20%.
- Created "Chi-rish," helping Miller Lite improve sales by 50% in Chicago during the St. Patrick's Day holiday.
- USC/UCLA football activation increased sales across all targeted packages during the program (36-can +33.1%, 18-longneck +52.9%, 18-can +11.6%).

VP, Disney Vacation Club

Grew membership by 125% by leading a cross-functional team responsible for all prospect campaigns and member marketing efforts.

- Delivered over \$1MM in sales in the first 90 minutes of Disney's Animal Kingdom Villas pre-sale.
- The Best Kept Disney Secret campaign increased product knowledge from 32% to 51%, interest by 30%, and understanding among Worldphile audiences by 4 pts.

OTHER EXPERIENCE

- Sr. Director through VP, Disney Vacation Club, Upshot Agency
- Coordinator to Sr. Account Manager, Mirage Resorts/Absolut Vodka, Upshot Agency
- Market Manager, Group III Promotions