

JARED S. DEGNAN
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EXPERIENCE

- 2018 **MORRISON** Atlanta, GA
Chief Strategist
- Designed and implemented cross-channel executions and global digital engagement strategies for B2B clients including Mitsubishi Electric, Hooters, and Sealed Air Food Care / Cryovac
 - Responsible for leadership of agency's digital disciplines as well as new business resulting in \$2.5 Million in new revenue including a new global AOR relationship
- 2015-2017 **MOXIE** Atlanta, GA
Director, Digital Strategy
- Responsible for leading the development of digital creative, data, and technology strategies and plans that ladder back to overall client business goals
 - Defined, designed, and deployed strategies to increase customer demand, influence buying behavior, and position new products in-market
 - Led customer journey mapping, persona creation, and engagement strategy initiatives for accounts including Porsche Cars North America, American Cancer Society, and AMC Theaters
 - Coordinated expert consultation on ecommerce, data analytics, and go-to-market strategies to increase effectiveness of client initiatives including Verizon Wireless, TGI Friday's and Kohls
- 2014 - 2015 **KELLEN** Atlanta, GA
Director, Digital Strategy
- Led a three-person digital strategy team providing digital communications and issue management consulting for companies including Coca-Cola, Cargill, DuPont, Black & Decker, Boeing, and Nestle
 - Created industry-level measurement and analytics programs providing strategic guidance to industry groups in the areas of Food Additives, Building & Construction, Airline Passenger Technologies, and Infant Nutrition
 - Increased digital revenue 44% in 12 months through company-wide account development programs
- 2012 - 2013 **BRANDMOVERS** Atlanta, GA
Senior Manager, Digital Strategy
- Defined innovative and effective digital marketing engagement strategies for Technology, CPG, QSR, and Entertainment clients including Dreamworks, Dr Pepper Snapple Group, Vizio, and NuSkin
 - Developed, launched and managed online customer behavior and brand impact analysis resulting in \$1 Million in new business in less than 12 months
- 2010 - 2012 **BRANDWARE PUBLIC RELATIONS** Atlanta, GA
Social & Digital Media Manager
- Developed and executed digital outreach strategies and promotional campaigns for clients including Porsche Cars North America, Vespa USA, Verizon Telematics, Adap.tv, and Airgas Inc.
 - Authored agency communications and positioning materials including website content, case studies and new business presentations reflecting five-year vision developed with agency leadership
- 2009-2010 **MEREDITH XCELERATED MARKETING (NMS)** Washington, DC
Corporate Project Manager
- Executed online business intelligence and consumer engagement campaigns to increase brand awareness and market share for clients including Kraft Foods, Hasbro, Adobe, MetLife, and Intel

- Coordinated brand planning and strategy development among account teams in order to maintain client relationships and identify new business development opportunities

2009

MARS PETCARE

Nashville, TN

Interactive Marketing Consultant

- Managed development of new interactive content and strategies to increase site traffic, online ad impressions and share of online voice for the PEDIGREE, Cesar, Temptations and The Goodlife Recipe brands
- Coordinated brand manager and creative agency efforts to maximize trial and awareness of MARS Petcare products through multivariate testing and integration of online and offline consumer promotions

EDUCATION

VANDERBILT UNIVERSITY

Nashville, TN

OWEN GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration, May 2009

Specialization: Brand Management; Concentrations: Marketing & Strategy

- OwenBloggers (Chief Executive Officer); Net Impact (VP); Owen Culinary Society (President)
- *Independent Projects:* Green Marketing Strategies at The Ritz-Carlton Hotel Company; Business Impact of Social Media at BoldMouth, Inc.; Twitter Marketing & Service Recovery Strategies at Yum! Brands

THE GEORGE WASHINGTON UNIVERSITY

Washington, D.C.

Bachelor of Business Administration, May 2003

Majors: Marketing, Tourism & Hospitality Management

- Dean's List, Fall & Spring 2003

ADDITIONAL

- *Honors:* 2015 W³ Award - Gold (Social Media Marketing & Promotion), 2015 W³ Award - Silver (Website, Construction), 2014 Social Media Atlanta Top Social Media Influencer, 2013 IAVA Communicator Award (Marketing Effectiveness); 2012 PRSA-GA Phoenix Award (Best Blog); AMA-DC M Award (2007 Best Integrated B2B Marketing Campaign); Marketing Sherpa Award Finalist (2006 Best Specialized Blog or Podcast)
- *Professional Affiliations:* American Marketing Association (Member), Delta Sigma Pi Professional Business Fraternity (Alumni Advisor)