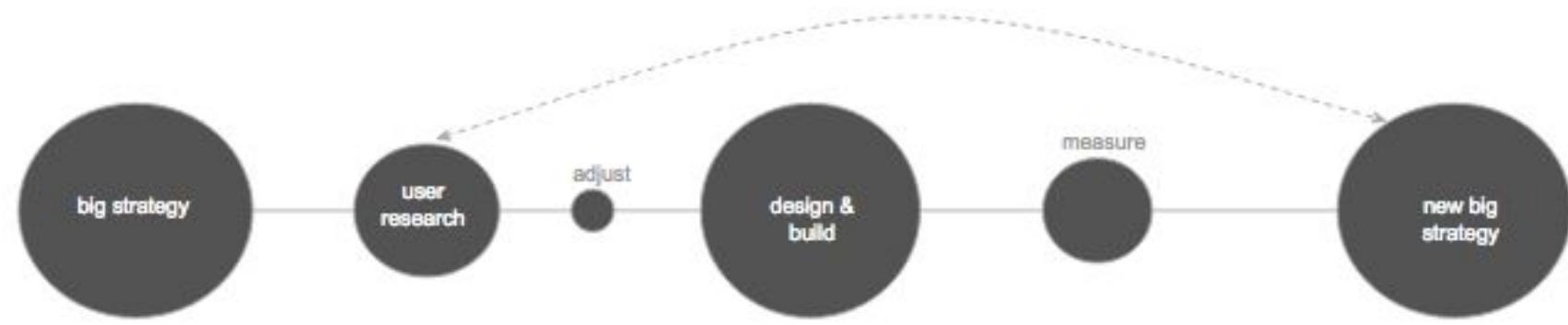
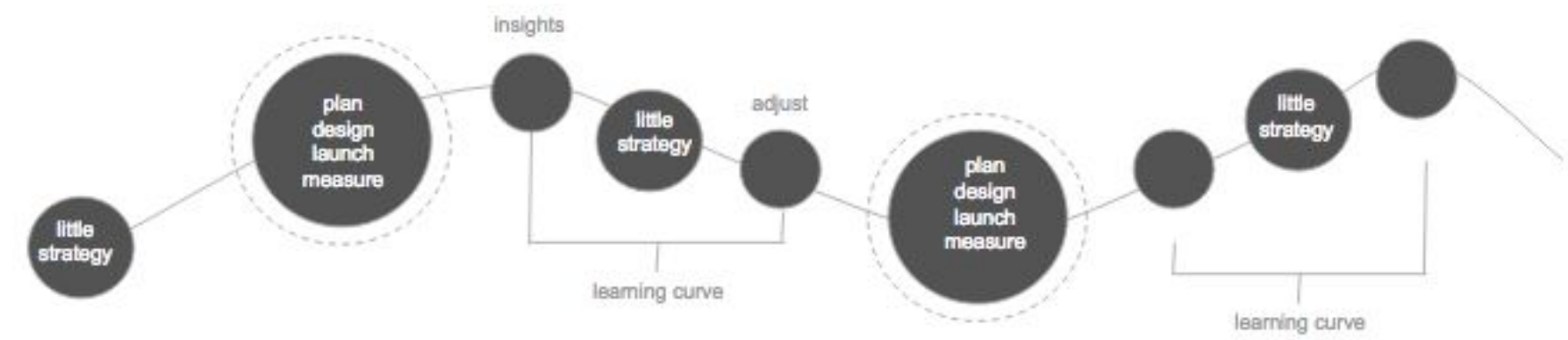


JON
WEGMAN



VS.



I BELIEVE IN ADAPTIVE STRATEGY AND AGILE FEEDBACK TO DELIVER CONNECTED BRANDS

PARTNERING ACROSS THE CUSTOMER EXPERIENCE TO LEARN WHAT WORKS (AND DOESN'T) FASTER. ALWAYS OPEN, BUT NEVER UNCERTAIN.

Creative Services Brand Planning

J. Walter Thompson (2004 - 2008)

Strategic Accounts

Director, Research & Insights

Moxie Interactive (2008 - 2010)

VP, Sr. Planning & Innovation

Moxie Interactive (Sep 2010 - July 2012)

As part of the Publicis Groupe, Moxie was created with the intention to think differently for client across content creation, interaction and engagement. My role was to create attraction between people and brands.

Job Duties Include:

Management of Agency's top account and core strategic partnership. Evolution of identity, channel strategy, thought leadership and activation of digital experimentation, implementation and analytics.

Primary Leadership on:

Agency Innovation across Trends, Social, Digital and Mobile media best practices as applied to top agency growth priorities. Actively Participate in Industry, foster incremental client business and drive efficiency and scale through agency partnership and parent company Zenith / Publicis.

Impact: Managed +200M AOR account, launched first iPhone competitor, 3X agency size over 4 year period.

SVP, Planning & Insights

Performics (Aug 2012 - Oct 2014)

Purchased by Google for DoubleClick technology, Performics specialized in performance digital. Primarily PPC - SEM / SEO with advanced DSP and 3rd party analytics tools to optimize, design, or manage client content and paid advertising spend.

Job Duties Include:

Agency Wide New Business Planning & Product Marketing, Audience, and insights communication strategy, Thought leadership and Senior Leadership for Client Solutions, Media and Content creation teams.

Impact: Drove +10% agency revenue within existing client portfolio with new content optimization dept & planning process.

Director, Global Business Marketing (B2B/B2C)

Twitter (Nov 2014 - June 2017)

Job duties include:

(B2B) Website (marketing.twitter.com), brand / agency interactive learning platform (twitterflightschool.com), email and global eCRM strategy for top brands, agencies, and partner, the first ever Twitter Awards (awards.twitter.com) Integrated media / marketing plans (Ads / Developer) and segmented / data analytics.

(B2C) Brand campaign management, strategic planning, audience segmentation, creative / content strategy, brainstorming, thought leadership, competitive analysis, agile annual planning, channel / co-marketing strategy, and regional measurement plans

Impact: Created first ever scaled sales-support website and agency advocacy platform - reaching +1000 top advertisers.

Sr. Director, Chief of Staff

CMO, CCO, CHRO

Twitter (May 2017 - Nov 2018)

Job Duties include: end-to-end strategic development and program / campaign planning across Marketing / Comms. Brand campaign launches, product marketing, creative briefings, operations, agency management, in-house "creative studio" development, social-media management and content strategy brand alignment

Extensive marketing / communications development, creative-studio buildout from scratch, team-management, progress targets, branding measurement, performance spend, reporting, and ongoing FTE / budget strategic alignment (Staff / Board)

Impact: Launched Twitter's first-ever brand campaign, developed in-house agency, and consolidated B2B / B2C advertising.

Head of Global Strategy & CX

Twitter (Nov 2018 - Sept 2021)

Extended the reach of Twitter's brand into first-ever Customer Experience (C/X) team inside a critical intersection at Twitter - customer needs vs. customer content. Embedded support within product development teams, fed product marketing teams VOC insights and need-based content, launched and maintained dedicated on-platform support, help / how-to account.

Job Duties: Dept strategy, CX Operations, VOC insights, all creative / copy creation - Help.Twitter.com, @TwitterSupport. Partner outreach (DEI), Creative Testing, Agency Management, Support Brand guidelines and voice.

Impact: 10X increase in on-platform engagement, 3X decrease in product churn. Embedded support content on-platform / in-app.

VP, CX - Content & Community

BLIND (Apr 2022 - Sept 2022)

Blind is the world's largest anonymous network of verified tech workers. Private corporate channels, and topic-based public conversation unfold in real-time for real-talk inside the tech vertical. 2023 Top100 Most Influential (TIME)

Job Duties: Develop a 3 year marketing strategy, community engagement strategy, operations and customer segmentation - to establish a brand identity for BLIND. Identify and amplify top content and channels through management of MVP program and create PR content strategy to highlight RTB of sign-up. Inside of product org - identify or create amplified platform content to streamline sign-up and demonstrate positive behaviors through growth marketing and management of eCRM and push strategy.

Own and develop Brand positioning, transform disparate channels into a unified CX, PR strategy, and cross-company engagement (internal / external) through a unified Brand.

Impact: Reduced channel toxicity, increased Top 25 company channels w/ seeded content, built \$1M B2B sales funnel.

Founder - Hotelier Turndown™

CMO/CXO (Sept 2022 - Current)

Built scratch luxury brand through product design, creative development, marketing, end-to-end FBA operations. Patent-pending products for scaleable high-end customers.

Education - University of Georgia

B.A. - Advertising; Grady College of Journalism
Minor- New Media Institute

Contact

@Adman - 404-293-8669 - wegman.jon@gmail.com



AMERICAN EAGLE
OUTFITTERS

