

JORDAN WATKINS

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Senior marketing leader with 9+ years experience driving award-winning campaigns across QSR, CPG, tech, finance, tourism & hospitality, healthcare, and government. I specialize in translating business objectives into impactful B2C/B2B advertising that drives growth, cultural relevance, and brand affinity.

CORE COMPETENCIES

National & Global Brand Management, Integrated Marketing (TV, OLV, Digital, Social, OOH, Print), Brand Strategy & Positioning, B2C/B2B/B2B2C Marketing, Creative Strategy & Development, Consumer Insights & Audience Targeting, Social Media, Email & CRM Marketing, SEO/SEM, Data-Driven Analytics & Optimization, Media Planning & Buying, Content Creation, Influencer & Content Creator Partnerships, Public Relations & Earned Media, P&L & Revenue Optimization, Lead Generation & Client Retention, Cross-Functional Team Leadership, Executive Stakeholder Engagement

EXPERIENCE

DDB CHICAGO | Brand Director

January 2024 - Current

- Led national, fully integrated marketing efforts for \$54MM in business across four nationally scaled B2C clients: McDonald's (U.S. Market), U.S. Army, Reynolds & Hefty Consumer Products, and Orkin Pest Control.
- Leveraged people management and development expertise, leading a team of six and advancing two team members into promoted roles within one year.
- Led \$6.1MM in TV & OLV production for McDonald's Happy Meal U.S. Market, strategically partnering with major film studios (Disney/Marvel, Pixar, Universal, Warner Bros., and Illumination) to leverage upcoming film releases and drive success across 13 promotional windows annually.
- **U.S. Army Reserve, Dual Pursuits:** Delivered 86% of monthly recruitment leads at a 44% lower cost-per-lead and generated 9,365 website visits, resulting in 588 qualified leads for the U.S. Army Reserve through a social and earned media video series recruitment campaign.

TBWA\CHIAT\DAY LOS ANGELES | Brand Supervisor

January 2022 - January 2024

- Led 360-degree global marketing efforts for \$15.7MM in business across six B2B & B2C clients: Unisys, Advanced Micro Devices (AMD), Blue Diamond Growers, Principal Financial Group, and Polly Insurance.
- Oversaw three direct reports, fostering a collaborative and transparent mentorship, resulting in one promotion.
- **Unisys, Keep Breaking Through:** Led an award-winning B2B rebrand and launch, earning *B2B Rebrand/Relaunch of the Year at The Drum Awards 2023* and three *Gold* at the *Transform North America 2024 Awards*. Drove a 19% QoQ increase in high-value traffic, 93% client renewal rate, and 34% of the qualified pipeline, while increasing website visitors by 78% and time-on-site by 61% within 18 months.
- **AMD, Together We Advance:** Delivered a 44% revenue increase and 31.3% total CPU market share growth for AMD through a B2B2C rebrand and launch campaign.
- **Almond Breeze Banana, #APEFUEL:** Generated \$1.25MM in earned media value and a 135MM reach for Almond Breeze beverages through a high-impact social advertising campaign.

DECODE DIGITAL | Senior Brand Executive

January 2020 - December 2021

Led digital-first, multi-channel advertising campaigns for CommonSpirit Health across paid social, programmatic display, SEM/SEO, and CRM/email marketing.

BOHAN ADVERTISING | Brand Executive

January 2019 - January 2020

Executed cross-channel marketing efforts (TV, OLV, digital, social, and OOH) for the Pigeon Forge Department of Tourism driving 10MM+ annual visitors by boosting destination visibility, foot traffic, and regional tourism.

SURGERY PARTNERS | Marketing Manager

May 2016 - January 2019

Developed brand positioning and messaging strategy, aligning marketing and sales to support business development success, physician recruitment, and patient acquisition across 180+ surgical and outpatient facilities.

EDUCATION

The Wharton School, University of Pennsylvania | Professional Certificate in Strategic Management
The University of the South, Sewanee | BA, International Studies & Communications