

Jennifer Jakowicz

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PROFILE

Brand Marketer | Content Storyteller | Creative Management

Resourceful marketing team leader who creates content and advertising that supports brand, gains new audience, and increases sales. Deep hands-on experience with all phases of the creative lifecycle, leading teams from creative ideation through production, editing, and delivery. Progressively promoted for improving process, knowledge of media, and the ability to think through a multi-channel approach. Ensures social and digital channels attract and feed newer, unique audiences to core base. Manages budgets tightly and knows exactly who to engage and how to motivate to deliver under tight deadlines.

Known for being able to envision and execute marketing campaigns, and for finding the best way to execute an innovative idea that has hit process or creative roadblocks. Well-liked by all, from junior writers to senior executives, communicates effectively, building bridges to secure buy-in and cross-functional collaboration for award-winning work that hits goals: +11% increase in audience 2017 vs 2016 for Investigation Discovery, leading to its best year in network history.

KEY SKILLS

- Marketing
- Brand Management
- Co-branded Content
- Creative Direction
- Writing/Producing Promo
- Budgeting
- Ad Sales
- Sponsorship Placement
- Live Action Directing
- Print/OOH/Experiential
- Digital Takeovers
- Social Media/Digital Platforms
- Promotional Planning
- Team Leadership/Mentoring
- Vendor Management

EXPERIENCE

Discovery, Inc., formerly Discovery Communications, Silver Spring, MD

Progressively promoted for contributions to marketing and brand awareness for several Discovery networks and their wide-ranging audiences in 220+ countries. *Fortune* magazine: "World's Most Admired Companies 2017, #4 in entertainment."

Vice President, Marketing-Creative | Investigation Discovery (ID), Destination America, American Heroes 2016 - Present

Spearhead brand direction for three networks. Seamlessly integrate a corporate strategic focus on growing non-linear TV everywhere content and revenue. Lead and support a multi-functional team of 7, made up of Creative Directors, Producers, Writers, and Marketing Managers. **Develop the creative strategy, content map, and execution management of the 360-degree creative that populates media plans.** Exceed rating estimates and increase digital streams while maintaining budget.

- **Drove an increase in ratings across all demos in prime time, pushing ID to have its best year in network history**, jumping four spots from 2016, to become the #5 network for women 25-54, and #1 for women in daytime.
- Produce marketing for 15-20 shows per quarter, content for all media platforms, and support media buys.
- **Maintain digital platform viability of all marketing creative.**
 - As ID Go app was created, ensured all marketing creative translated properly for use on the app.
 - Evaluate digital shorts for use in media plan and on air marketing campaigns, and extensions for VOD and OTT.
 - Built solid relationship with enterprise social media teams to utilize speed-to-market and real-time social feedback to optimize content.
- Oversee off air campaigns that are supported with significant media spends to ensure creative consistency on all platforms to include on air, print, digital and social.
- Successfully override past historical trends in ratings peaks and valleys to maintain audience and grow it.
 - ID's series debut of *Shattered* last August was ID's highest Q3 marketed program ever and delivered the best night of the 2017 summer.
 - Summer momentum positioned Fall to be **the first time ID broke into the top 10 networks in primetime (P25-54).**
- Key contributor to Discovery Go Apps hitting corporate goal of one million streams.
 - Marketed ID's *Jodi Arias: An American Murder Mystery* which out of the top 3 streamed shows, **contributed 60% of the volume.** In addition grew audience in key younger demos.
 - **IDGO app recorded a record daily stream of 404k, eclipsing marquee parent DiscoveryGo.**

- Improved production and creative process to ensure information sharing and creating a cohesive workstream.
- On two smaller networks, serve as creative and strategy lead with lean team and budgets.
 - Map out entire year with priorities and special events, allocating budget to ensure all major milestones are hit.
 - Strategized unique marketing messages and elements differentiating content for TVE and OTT launch on Amazon.

Vice President, Marketing-Branded Entertainment | Discovery Channel

2014 - 2016

Created co-branded content for 25 Discovery Ad Sales clients with high-profile brands for the flagship network. Oversaw all ideation, production management, multimillion-dollar budgets, and precise management of entire process from pitch to activation. In order to manage the priorities and timelines of all editorial and creative, developed maps and process to manage workflow and approvals. Called upon daily to creatively solve a complex puzzle of budget, two sets of brand guidelines (Discovery and partner), and innovative possibility (Shark Week Slurpee).

- Ensured client satisfaction by working to serve the needs of each advertiser while maintaining the Discovery Channel brand.
- Developed, presented and pitched various ideas for potential sponsorship to Ad Sales Clients and Senior Network Leadership including Discovery President.
- Catalyzed and brainstormed idea to go after the top 5 desired ad sales brands, **ultimately winning back GMC.**
- Innovated with partner 7-11 during Shark Week, to make the biggest week for Discovery, the biggest week for 7-11 too.
 - The unusual Shark Week Slurpee campaign **delivered considerably larger lifts in all key metrics: unaided awareness, online ad awareness, brand favorability, and purchase intent.**
 - Coordinated effort with 250,000 7-11 affiliates participating, instore retail kits and specialty-branded cups, in addition to TV, OOH, digital and Social ads.
- Able to translate sales objectives into creative concepts loved by partner brands and drove them to buy outside of the coveted Shark Week, growing business.
- Utilized Discovery talent from hit show *Alaska the Frontier* in a custom co-branded commercial to win Subaru as a marquee advertiser for the most ambitious special to date, *Racing Extinction*.

Vice President, Marketing-Creative | TLC

2012 - 2013

Supervising Producer to Creative Director, Marketing-Creative | TLC

2009 - 2012

Progressively promoted 3 times in 4 years from execution to developing and managing the overall creative direction for top 25 female brand. Led creative through the ongoing brand pivot to more personal storytelling. Unified the look of all brand platforms and touchpoints, managing an \$8M production budget and team of 7+ producers, production managers, and external vendors.

- Conceived, managed and executed all creative aspects of on-air promotion, on-air navigation, digital platforms, social platforms, and promo planning.
- Created major marketing off-air and print campaigns to support major media buys.
- Ensured compliance with brand standards and goals, while meeting budget requirements.
- Directed live-action shoots, print shoots, and online executions.
- Motivated and collaborated with Producers and Associate Producers, leading brainstorming sessions, and editing concepts.

Supervising Producer, Marketing-Creative | Planet Green

2008 - 2009

Developed branding for newly-launched network. Collaborated with outside vendors and innovated essential creative elements.

- Served as project management, spearheading all deadlines, budgeting requirements, music production, voice-over sessions.
- Wrote, produced, and supervised edit and gfx sessions for all on-air, digital, programming, and sales material.

Prior Roles

Freelance Producer | Self-employed, Washington, DC, Los Angeles, New York City

Writer/Producer, Marketing-Creative | Discovery Communications, Silver Spring, MD

Writer/Producer, News, Content Licensing | CONUS News Service, Conus Communications, Washington, DC

EDUCATION

B.A. Communication Studies/Theatre Arts | Virginia Tech, Blacksburg, VA

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