

JOE JOBSKAN

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CAREER HIGHLIGHTS

- **Recognized with EFFIE awards for most effective communication campaign**
- **Earned Worldwide Marketing Award for best Multi-cultural initiative**
- **Revitalized brand volume and preference through product innovation and packaging**
- **Connected and inspired individuals and led cross-functional, matrixed teams to achieve market share increases of 20+ points**

SKILLS

Brand Architecture | Brand Management | Team Building & Staff Development | Social Media Marketing & Advertising | Strategic Messaging & Branding | Creative Excellence | Marketing Communications | Agency Management | Marketing Operations | P&L Management | Market Segmentation | Strategic Marketing | Competitive Business Intelligence

PROFESSIONAL EXPERIENCE

Head of Marketing | WE MARKET, LOS ANGELES, CA | Apr 2011 - March 2020

Conceptualize and develop innovative and high-impact initiatives to garner brand awareness, increase market share, and generate revenue. Formulate and execute multichannel and multimedia marketing programs with quantifiable objectives to measure results. Work closely with C-suite executives to define brand architecture, positioning, branding, and strategic direction; ensuring memorable, consistent, and integrated brand identification in the market.

- › **Developing Integrated Marketing Plans:** Partnered with key executives to articulate a new corporate vision and create a road map to achieve overall growth after identifying a plateau in dairy products sales due to a lack of brand awareness and differentiation within the marketplace. Achieved a significant increase in brand awareness that drove sales growth at an average rate of 12% per year after repositioning its portfolio of brands.
- › **Leveraging Data and Analytics:** Synthesized market research and intelligence to drive consumer insights, market segmentation, customer profiles, strategic planning and competitive intelligence to understand market needs.
- › **Brand building & Customer acquisition:** Devised a pay-for-performance advertising model and implemented strategic alliance with top celebrities for a start-up telecom client, which increased brand awareness significantly while customer acquisition costs dramatically lowered, reaching positive cash flow within four months.

Director of Brand Marketing | McDonald's Chicago, IL | Sep 2016 - Jul 2017

Leveraged visibility by developing innovative marketing communication plans which significantly increased firm's coverage and reputation in national, business and trade publications. Led creative agency review including new creative agency selection process. Optimized marketing investments by identifying the most attractive business generator opportunities with a proven return on investment. Refined brand communication platform shifting the core creative idea to an emotional territory.

- › **Change Management & People Leadership:** Selected to evolve the company during a relocation with accountability for structuring and building a new marketing team from the ground up. Managed a team of 12 direct reports and hired nine individuals within three months, constructing a high-performing team that ultimately increased efficiencies and generated a 15% reduction in G&A.
- › **Marketing & Commercial Strategies:** Directed Creative Services, Media Strategy, and the Regional Marketing teams on digital, print, social, event, sponsorship and traditional media channel campaigns.
- › **Agency Partner Relationships:** Developed and executed Omni-Channel campaigns; cultivating and retaining mutually beneficial relationships with internal and external partners to ensure alignment, oversee negotiations, achieve business objectives, deliver marketing message consistency and adherence to brand guardrails.

Vice President of Marketing | WENDY'S, Dublin, OH | Jul 2013 - Apr 2014

Launched and positioned this startup that offered gift cards in the United States that were intended for purchases made in Mexico. Crafted vision, mission and values and worked with the founder and leadership team to develop comprehensive and compelling marketing, branding and communications strategy. Established and built credibility among its target users, investors and business partners.

- › **Company Spokesperson:** Collaborated with a PR agency to embark on a media tour around key markets. Story attained distribution in major publications and media outlets reaching a significant amount of potential users and attracting a new investor as well as new strategic partners.
- › **End to End Marketing:** Orchestrated an integrated marketing plan including communication campaign, celebrity endorsement, media buy (Radio, OOH, Alternative Media), Public Relations, consumer research, grassroots marketing, consumer promotions and online marketing (advertising, social Media & SEM).

- › **Brand Architecture:** Developed the positioning statement, brand identity and voice of the brand, which became the platform for the entire foundation of Quippi's marketing plan and consumer engagement strategy.

Director of Marketing | PEPSICO, Harrison, NY | Jan 2009 – Mar 2011

Delivered cross-functional projects and led teams integrating multiple marketing initiatives focused on enhancing brand equity and consumer connections with a portfolio of brands. Strengthened brand connection with consumers by importing global best practices such as communication campaigns and marketing programs.

- › **Life Style Marketing Campaign:** Activation of over 330 celebrity/influencer events generating 89MM impressions driven by regional and national publications, thus revitalizing the brand and establishing brand loyalty among a key demographic.
- › **Driving Strategic Growth & Brand Preference:** Achieving a Market Share increase of 20 points by keeping current on trends and technologies to successfully execute integrated marketing plans that included consumer promotions, experiential marketing, sponsorships, strategic partnerships and alliances, cause marketing initiatives & localized communication campaigns.
- › **Syncing 3rd Party Agency Efforts:** Maximized Advertising, Experiential Marketing and PR to set the strategy and priorities for the business in terms of awareness, engagement, and lead generation.

Director of Multicultural Marketing | PEPSICO, HARRISON, NY | Feb 2006 – Jan 2009

Spearheaded the first consumer segmentation pilot in the U.S. improving brand, price, package and channel performance, leveraging shopper insights and implementing customer relationship management and community outreach programs.

- › **Delivering Revenue and Profit Targets:** Increased sales by 10% on a 3-year CAGR basis, earning the Worldwide Marketing Award for best multi-cultural initiative.
- › **Launch & Commercialization:** Directed the rollout of imported products (Coke form MX), working cross-functionally with sales, Supply Chain, Manufacturing and quality assurance achieving a three-year CAGR of 25%.
- › **Cultural Influencer:** Shaped Hispanic National plans through educated points of view and constructive feedback with the purpose of strategically aligning programs to support key consumer opportunities.

Regional Marketing Manager | PEPSICO, Harrison, NY | Jan 2003 - Feb 2006

Developed and implemented an integrated marketing plan for the brand, incorporating media, package innovation, promotions and multi-channel activation.

- › **Brand Promotion:** Reverted volume and brand health negative trend (Volume +4.5%, Market Share +2 pts., Daily Consumers +4 pts., Brand awareness +3 pts.).
- › **Market Visibility:** Improved consumer impact & reach through the reengineering of a media buying process that optimized spend by -38% Vs. P.Y.

Brand Manager | PEPSICO, Harrison, NY | Jul 1999 - Jun 2003

Worked autonomously and closely with cross-functional teams to identify and assess product and packaging innovation opportunities,

- › **Industry Honors:** Recognized with the EFFIE award for most effective communication campaign.
- › **Generating New Ideas:** Revitalized brand volume and preference through innovation in product and packaging.

EDUCATION

DePaul University, Chicago, IL
BS, Industrial Engineer