JENNY MAKUNAS

GLOBAL BRAND AND MARKETING LEADER

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PROFESSIONAL PROFILE

Global brand and integrated marketing leader with over 20 years of in-house and agency experience and a multi-faceted background spanning entertainment, media, consumer tech, and financial services. I specialize in brand strategy, strategic planning, and execution and have a history of building breakthrough, award-winning campaigns that launch brands, transform products, and define companies. I believe in driving great strategic and creative work that builds brand equity, drives awareness, creates demand, and converts prospects into engaged advocates. And I believe strongly in the power of collaboration and inclusivity to build and lead empowered, happy, and high-performing teams.

WORK EXPERIENCE

SENIOR DIRECTOR, HEAD OF BRAND MARKETING **23andMe** / Sunnyvale, CA / 2023

Hired to revitalize and evolve the 23andMe brand from pure ancestry to healthcare-forward. Owner of multi-year brand and marketing strategy, brand plan, OKRs, and quarterly campaigns and initiatives.

I led a diverse team of marketers, strategists, and creatives who owned all brand and promotional moments, standalone campaigns, experiential activations, and corporate partnerships, and supported product marketing, social, growth, and customer lifecycle teams. Within 4 months we executed a complete refresh of strategic brand foundations, including brand identity, purpose, story, positioning, and architecture, along with a fully revised visual and verbal system - the first consumer-facing brand design update in almost a decade.

DIRECTOR OF BRAND AND INTEGRATED MARKETING **MasterClass** / San Francisco, CA / 2018-2023

First brand hire for global brand marketing team. Responsible for establishing MasterClass as a world-class streaming brand at the intersection of education and entertainment. Led all omnichannel brand, cultural, and offer campaign moments, driving three years of exponential member and revenue growth. Also led the member marketing and engagement, partnership marketing, and product marketing functions.

- Spearheaded the development of a brand architecture, positioning, and target audience definition. Translated cultural, consumer, and business insights into compelling and breakthrough consumer-facing brand ideas.
- Led the strategy, creative development, and launch of over a dozen integrated marketing campaigns in partnership with internal and external creative and media teams. Campaigns included work with instructors like Alicia Keys, Lewis Hamilton, Ringo Starr, Gordon Ramsay, Issa Rae, and Mariah Carey and were recognized by AdAge, AdWeek, Campaign, New York Times and the Wall Street Journal.
- Owned a fully cross-functional team responsible for 3 years of Holiday campaigns driving 250% y/y sales growth. Oversaw delivery of thousands of assets across brand, paid, owned, influencer and social channels, product, and PR/comms. Drove 250% y/y sales growth.
- Launched MasterClass's first-ever marketing campaign in 2019 ("How to Be a Boss" with Anna Wintour). Drove the highest sales day and class launch revenue to date. Garnered over 1200 press hits and 14 billion impressions. Winner of AdWeek's Media Plan of the Year.
- Won 2 Clio awards in partnership with Hulu for the Animaniacs x MasterClass series "The Brain Teaches World Domination."

SENIOR MARKETING MANAGER **SigFig** / San Francisco, CA / 2016-2018

Second marketing team hire for rapidly growing fin-tech startup. Focused on B-to-B-to-C partnerships with large banks and wealth managers to launch whitelabel versions of SigFig's robo-advisory service to their customer bases. In true startup fashion, involved in everything from product design, to growth strategy, to bug fixing and defect prioritization, to implementing Adobe Campaign suite, to working with partners on $10M omnichannel customer acquisition campaigns while managing customer-facing engagement marketing for active clients.

HEAD OF CLIENT ENGAGEMENT **Gershoni** / San Francisco, CA / 2016

Senior marketing and client lead for small-but-mighty branding and design firm. Led all client work and managed a high-powered and multi-talented team of 12 project managers, strategists, producers, and designers across 6 diverse accounts including Deloitte, Google, SharesPost, Build, Inc., and Lincoln Family Services. Drove all new business efforts, pitches, agency events, and promotions.

WORK EXPERIENCE CONTINUED

VP, ASSOCIATE PARTNER, ACCOUNT MANAGEMENT **Rosetta (now Razorfish)** / San Francisco, CA / 2015-2016
Account Management lead for Rosetta's San Francisco office (part of Razorfish Global). Owned health, profitability, and growth of a dynamic portfolio of multi-million dollar accounts; additional focus on organic account growth and new business development.

VP, ACCOUNT DIRECTOR **MRM/McCann** / San Francisco, CA / 2010-2015
Senior lead of Wells Fargo's digital AOR team. Responsible for planning, strategy, and execution of large-scale national campaigns for the Wells Fargo master brand and for multiple lines of business (Home Mortgage, Wells Fargo Advisors, Consumer Credit Services, etc.)

- Drove digital launch of over 50 Wells Fargo campaigns each year, including Wells Fargo's largest national multi-channel programs.
- Engaged as lead agency for a number of these campaigns, driving creation of all work with multiple partner agencies, across all channels (TV, radio, print, OOH, digital, and social) from concept to execution.
- Managed cross-functional distributed team of over 15, including four direct reports. Also managed integrated partnerships with teams at over eight additional advertising, social, and media agencies.

ACCOUNT DIRECTOR
Agency lead for the iShares Relationship Marketing business (Jan. 2011- Jan. 2013)

- Team pioneered iShares' "disruptive marketing" practice, deploying traditional guerilla and/or consumer-focused techniques against a B2B/financial services audience and achieving category-leading results.
- Oversaw delivery of 200+ projects/year, including print, digital, and direct mail; managed against both retained and non-retained work.
- Relationship lead for client team of 10-15 marketers and additional key influencers within the iShares organization; managed a cross-functional agency team of over 15 including three direct reports.

ACCOUNT DIRECTOR (Freelance) **Ogilvy** / San Francisco, CA / 2009
Agency lead for Wells Fargo and InfoPrint engagements. Managed all strategic and creative client work from scoping through delivery

MARKETING LEAD, BT/YAHOO! **Yahoo!** / London, England and Sunnyvale, CA / 2004-2008
Defined and led all strategic engagement, retention, and partner marketing initiatives for the BT Yahoo! Partnership in Yahoo! Europe

- Grew broadband household engagement by 50%, total unique users by 45%, and total page views by 62% year on year
- Executed multiple multi-channel co-marketing programs with BT partner teams. Achieved engagement level of over 50%

SPECIAL PROJECTS LEAD, YAHOO! MOBILE EUROPE

- Spearheaded pan-European deployment of multi-phase plan to increase awareness for new Yahoo! Mobile brands
- Successfully developed and executed Yahoo!'s first presence at the Mobile World Congress conference in Barcelona, Spain

ENGAGEMENT MARKETING MANAGER, AT&T, ROGERS, AND VERIZON

- Managed all member marketing activities for Yahoo!'s partnerships with AT&T, Rogers, and Verizon
- Tapped to extend CRM practice globally with 3-year international assignment to Yahoo! Europe to lead BT/Yahoo! Marketing partnership after receiving CMO's award for Marketing Excellence

ACCOUNT SUPERVISOR **Digitas** / Boston, MA and San Francisco, CA / 1997-2002
Clients included: Yahoo!, Microsoft, Charles Schwab, American Express, and Dell

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KEY SKILLS

Brand Management | Integrated Marketing Strategy and Planning | Campaign Planning, Development and Go-To-Market Execution | Agency Management | Customer Insights | Strategic Planning and Partnerships | Team and Cross-Functional Leadership, Building, and Development

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EDUCATION

B.A. with high honors, American History and Literature Harvard University / Cambridge, MA

PERSONAL

Former Division 1 competitive swimmer turned SoulCycle devotée. Hands-on mama to a 16-year old daughter and 11-year old son. F1 fan. Part-time DJ. Personally passionate about good design, always on the hunt for new music, and unapologetically fond of all things shiny.