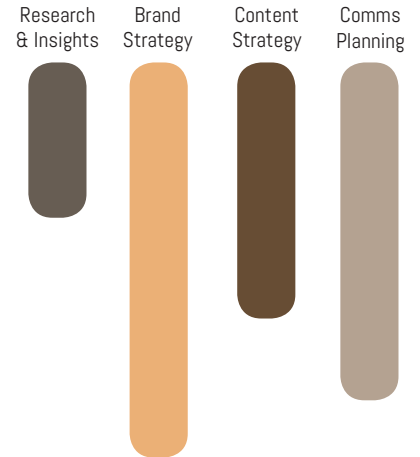


JON SCHULTZ

Marketing + Communications Strategist

EXPERIENCE



SCHOOL

School: University of Illinois @ UC

Degree: B.S. in Advertising

Grad: May 2014

Highest academic honors awarded by the University, its College of Media, and its alumni association.

TECH. SKILLS

Descriptive Statistics

Excel

Qualtrics

InDesign & Illustrator (Basic)

HTML & CSS (Basic)

JavaScript (Basic)

OBSESSIONS

Current/Former: Rock and metal, film photography, hitting all 50 states, rap lyrics, data viz, NPR, The Matrix trilogy, Chicago Bulls, sports documentaries, Marvel comics, space, late night NPR

CONTACT

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Apr
2016

HAVAS CHICAGO

Senior Strategist (*Present*)

- **Coca-Cola:** Directed strategic planning for Coke's social channels, including creating social strategies that were leveled up into national integrated campaigns, writing the brand's "social playbook," lifting engagement above benchmark for every paid campaign, and regular presentations to the Coke brand marketing team
- **Sears Home Services:** Designed and executed an original primary research study to identify new prospective marketing propositions for three lines of business
- **Craftsman:** Owned strategic planning for a rebrand that lifted funnel and brand equity metrics, spawned the most "desirable" holiday retail DRTV of 2016 and the brand's most engaging social post to date, and helped sell the brand for \$900MM
- **Propel Water:** One of 5 employees selected w/in agency for 4As x Northwestern U. challenge, including leading strategy for winning pitch campaign selected by Gatorade's senior marketing director
- **Lofts:** One of 24 employees selected globally to participate in Havas Lofts, a month-long global exchange program within the agency network (based in Sydney, AUS)
- **My Chi:** Started a monthly volunteer group from scratch that creates an average of ~\$600 in social value per month

Sep
2014

HAVAS CHICAGO

Integrated Strategist (*One Year, Eight Months*)

- **DISH Network:** Worked with senior media directors to organize digital targeting strategy and market segmentation
- **Craftsman:** Led the strategic planning process for Craftsman rebrand, including designing positioning research and consulting directly with the CMO
- **Sears Holding:** Designed an original UX study for the Shop Your Way platform that helped name Havas the AOR for Kmart
- **Kenmore:** Owned launch strategy and campaign plan for new product line

Jun
2014

FCB CHICAGO

Strategic Planning Intern (*Three Months*)

- **KFC:** Co-wrote strategy and briefs on four new product launches with senior agency members
- **Aramark:** Audited content as part of a new content strategy for Aramark Corp.
- **Cox Comm:** Helped organize site map for customer site UX overhaul
- **Jack Daniel's:** Helped lead the briefing process for the intern 36-hour campaign challenge for J.D., including presenting work to the agency's executive leadership
- Selected as one of 42 interns out of over 1,500 applicants

Jul
2013

PEEK

Digital Strategy Intern (*Two Months*)

- Developed a strategic development plan for the digital presence of Mashable's "#1 travel startup you need to know in 2013" across social, content, and UX
- Managed the brand's Facebook, Twitter, Instagram, and Google+ presences daily, including an active engagement strategy for Twitter that generated positive earned media
- Won the internship as part of InternMatch's #KillTheCoverLetter competition