

TY JENKINS

BRAND STRATEGIST &
CULTURE-PRENEUR



PORTFOLIO

ABOUT ME

WITHIN CULTURE, ADVOCACY IS THE KEY INGREDIENT THAT HAS ENABLED ME TO BREAK AWARENESS AND CONVERSION RECORDS FOR BRANDS AND TEAMS I'VE WORKED WITH. AS A GEN Z-ER, I KNOW BEST HOW TO CREATE SUSTAINABLE SOLUTIONS THAT TELL STORIES AND EXEMPLIFY CULTURE SHIFTING WORK. I SPEND MY TIME LEARNING ABOUT GLOBAL CULTURE, EXPANDING MY ABILITY TO FOSTER RELATIONSHIPS THROUGH COMMUNICATION BECAUSE I BELIEVE BRANDS POSSESS THE POWER TO BRING PEOPLE TOGETHER.

BRANDS



WORK EXPERIENCE

PRESENT
AUG-2024

COMMUNICATIONS STRATEGIST | EL SEGUNDO, CA
SAATCHI & SAATCHI

- CURRENTLY CO-DEVELOPING THE COMMS DEPARTMENT FROM THE GROUND UP INTEGRATING TOYOTA AND SAATCHI ACROSS VEHICLE AND COMMUNITY CAMPAIGNS
- REFOCUSING 7 FIGURE BUDGETS TO CHAMPION COMMUNITIES, TRANSCENDING CUSTOMERS TO LOYALISTS
- HIGHLIGHTED MULTIPLE DATA BACKED INSIGHTS TURNED MINI CAMPAIGNS FOR TOYOTA
- STRATEGIZING WITH MEDIA BUYERS AND CREATIVE TEAMS ON AD BEST PRACTICES

AUG-2024
APR-2023

JR CONNECTIONS STRATEGIST | LOS ANGELES, CA
DEUTSCH LA

- DEVELOPED FULL CAMPAIGN BRIEFS THROUGH EXPERIENTIAL, BROADCAST, SOCIAL MEDIA, AND MULTICULTURAL MEDIA PARTNERSHIPS "SMARTEST NIL DEAL" & "MOTHER OF ALL SAVINGS MEMBERSHIPS"
- 2X SHORTY FINALIST RECIPIENT FOR "SMARTEST NIL DEAL" AND "MOMS ANSWER MOMS"
- ASSISTED AND WON A.O.R NEW BIZ FOR PIZZA HUT, THE LEAGUE, AND ST. JUDE'S
- OWNED ALL PAID MEDIA EXPERIMENTATION ACROSS MULTIPLE CHANNELS FOR WALMART+

AUG-2024 -
AUG-2022

BRAND STRATEGIST | CHICAGO AND LOS ANGELES
MARCUS GRAHAM PROJECT

- CONTRIVED BRAND STRATEGIES AND DEVELOPED FRAMEWORKS FOR RED BULL, BUICK AND CHICAGO BULLS
- REVEALED CONSUMER JOURNEYS USING AUDIENCE PROFILE TOOLS (GLOBAL WEB INDEX) TO CONNECT BUICK TO A YOUNGER GEN Z AUDIENCE "DON'T PUT ME IN A BOX"
- PRESENTED "RED BULL MOEFEST" EXPERIENTIAL TO INCREASE EPC 40%
- DERIVED INSIGHTS FROM FRENCH CULTURE TO CREATE THE #ALLEZLESBULLS CAMPAIGN; INCREASED FRENCH CHICAGO BULLS FANS VIA INSTAGRAM +40,000
- MANAGED TEAMS ON RESEARCHING BLACK CONSUMERS IN THE MARKETING FUNNEL FOR MCDONALD'S EMPLOYEE BUSINESS NETWORK REBRAND "B.G.L.D.N"
- FACILITATED APPLE CAMPAIGN BRIEFING TO CONNECT GEN Z TO APPLE MUSIC THROUGH TIKTOK

PERSONAL PROJECTS

AUGUST 2024
JAN-2024

FOUNDER
D.R.E.A.M

- LAUNCHED "DEUTSCH LA'S RESOURCE FOR EMPOWERING AFRICAN AMERICAN MARKETERS" ERG AS A STEPPING STONE TO CAREER ADVANCEMENT FOR CURRENT BLACK EMPLOYEES
- ELEVATED ERG PURPOSE FROM ETHNICITY TO ALLYSHIP
- ADVISED OVER 20 BLACK OWNED LA BUSINESSES FROM PHARRELL'S "BLACK AMBITION" ON BRAND STRATEGY

MAY-2022
MAY-2021

FOUNDER
CAMARADERIE

- 1ST BLACK GROUP TO PROVIDE RESOURCES, MENTORSHIP, AND EXCURSIONS FOR BLACK MEN AT TAYLOR UNIVERSITY
- FACILITATED TRIP TO OAKLAND, CA; RECRUITED 10 BLACK MALES; PROVIDED SCHOLARSHIP OPTIONS
- ESTABLISHED IG PRESENCE; LED A PROFESSIONAL PHOTOSHOOT; ALMOST 1000 LIKES; POSTED IN NEWSPAPER

SKILLS

COPYWRITING

MINTEL AND NIELSEN

TEAM CHEMISTRY

GOOGLE ANALYTICS

PROMPT & IMAGE AI

COACHABLE

FINAL CUT PRO

YARDI

SOCIAL LISTENING

BOARDS & AWARDS

- 2024 ADCOLOR FUTURE
- ACT SIX SCHOLARS (ALUMND)
- ETHIOPIAN ADOPTEE'S FOUNDATION BOARD
- MEN'S BASKETBALL SENIOR AWARD (LEADERSHIP)
- LICENSED REALTOR IN ILLINOIS #475195814



BA MARKETING | TAYLOR UNIVERSITY



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LOS ANGELES, CA