

## EX-CLIENTS



Red Bull®



Nerdwallet



# TY JENKINS

Brand/Comms Strategist

BA Marketing | Taylor University

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**About Me:** As a Gen Zer, I know best how to solve problems that create culture. I spend my time learning about human behavior because I believe a strategist's expertise can be measured by how well they shift people's decision making. My method of strategic advocacy helps turn one time buyers into brand believers.

## PERSONAL PROJECTS

### Diversity Task Force | Strategy Rep

- Guided strategy department workshops on authoring our department's diversity pledge
- Worked with Director of Culture & DEI on hosting organizational events to bolster inclusivity in the office
- Mentored summer interns through clients briefs and strategy 101 workshops.

### D.R.E.A.M | Founder

- 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

## INTERESTS & RECOGNITION

- 2024 ADCOLOR FUTURE (Youth Mentorship)
- 2024 Strategic Advisor for Pharrell William's "Black Ambition" businesses
- 2023 Deutsch Rising Star (For numerous campaign successes)
- Known Facebook Marketplace Seller (4.8★ 70+ Reviews)

## SKILLS

- Brand Research: Mintel & Nielsen
- A.I. Based Cultural Distillation
- Performance Ad Formats
- Spanish (Intermediate)
- Sports/Influencer Marketing

## EXPERIENCE

Communications Strategist | El Segundo, CA

### SAATCHI & SAATCHI

2024 - Present

- Developing the Comms Department, integrating omni-channel marketing across Toyota presence in Nascar, NFL, Toyotathon, and EV vehicle launches
- Leverageing A.I. and media backed consumer research to develop new audience brackets for Toyota's vehicles tailored to audience beliefs and ideologies
- Formalizing Comms department practices and procedures of strategic templates, media plan briefing and supplementary creative support
- Shaping creative narratives and building client relationships to help sell 5 community based marketing ideas for Toyota

JR Connections Strategist | Los Angeles, CA

### DEUTSCH LA

2023 - 2024

- Launched Walmart's influencer platform "Moms Answer Moms" signing 6 key celebrity influencers including Paris Hilton
- Increased ROAS and CTR of inaugural Walmart Business campaign by contextualizing membership benefits in ads
- Integrated our Colorado Buffaloes partnership, financial advocacy positioning and our creative strategy of athlete collabs to promote #SmartestNILDealEver - Shorty Finalist and Nerdwallet's most engaged campaign ever, 7M interactions
- Won new business for Pizza Hut, The League, and St. Jude's

Interning Strategist → Facilitator | Chicago, Los Angeles

### MARCUS GRAHAM PROJECT

2022 - 2025

- Led 5 summer cohorts into briefs for Apple and McDonald's
- Presented "Red Bull Moefest" experiential to increase consumption of Black consumers in the DMV region by 40%
- Derived insights from French culture to create the #AllezLesBulls Campaign; increased French Chicago Bulls fans via Instagram +40,000