

EX-CLIENTS



Red Bull®



Nerdwallet



REAL ESTATE

Intersolutions (Part-Time) 2024 – 2025

IMT Gallery 421 – Long Beach, CA

- 291 unit property; guided multiple leads from tour to move in
- Merged my advertising background to assist with business outreach marketing and occupancy retention
- Rent Dynamics and MRI trained

sageLA Luxury – Los Angeles, CA

- 500 unit property; handling resident requests like amenities & maintenance to maintain satisfaction
- Kept up with property trends to maintain >89% occupancy level
- Partnered with LAHD to oversee 50+ affordable housing applicants
- Yardi and CRMIQ trained

Licensed Realtor

2021 – 2023

Chicago, Illinois

Number #475195814

RECOGNITION

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

SKILLS

- Brand Research: Mintel & Nielsen
- A.I. Based Cultural Distillation
- Performance Ad Formats
- Spanish (Intermediate)
- Yardi (Real Estate)

TY JENKINS

Brand/Comms Strategist

BA Marketing | Taylor University

TYJNKNS1@GMAIL.COM



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.

EXPERIENCE

Communications Strategist | El Segundo, CA

SAATCHI & SAATCHI

2024 – Present

- Currently co-leading the Comms Department with one superior, integrating omni-channel marketing across Toyota presence in Nascar, NFL, Toyotathon, and EV launches
- Refocusing 7 figure campaign budgets to champion communities, mine being car enthusiasts and Gen Z'ers
- Boosted Instagram engagement to almost 10 million interactions in a single day for finding brand collaboration opportunity with Kylie Kelce

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
- Revealed consumer journeys using Global Web Index to connect Buick to Gen Z audience "Don't Put Me In A Box"
- 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