

JESSIE WALKER

ADVERTISING PRODUCTION SPECIALIST

An insight-driven brand steward with 7 years of experience in corporate reputation advertising and brand management in automotive and media industries.

CONTACT

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SKILLS

- Brand development & management
- Project management & organization
- Brand storytelling
- Content strategy
- Media strategy
- Business communications
- Public speaking
- Data analysis & storytelling
- Reporting and measurement
- Process development
- Asset management
- Adaptability & problem solving
- Microsoft Office

EDUCATION

Ithaca College, 2014 - 2018

B.S. Integrated Marketing Communications
Roy H. Park School of Communications
Minor: Environmental Studies
Ithaca College London Center, Spring 2017

WORK EXPERIENCE

Subaru of America, Inc.; Camden, NJ

Advertising Production Specialist

MAY 2023 - PRESENT

- Lead project management for Subaru's largest brand-building effort, "Share the Love," overseeing program alignment for 640+ retailers and coordinating strategies and processes with internal stakeholders, retailers, and agency teams.
- Develop creative briefs and deliverables for hundreds of creative assets, informed by business strategy and objectives.
- Manage timelines and communications with internal and external teams to ensure timely completion of projects and adherence to deadlines.
- Supervise Advertising Intern and Contractor, delegating tasks and optimizing team processes while managing many competing priorities.

Comcast Corporate Communications via Athena Global Advisors; Philadelphia, PA

Advertising & Media Manager

JUNE 2021 - APR 2023

- Project managed creative assets and media tactics of 13+ large-scale advertising campaigns for the Comcast corporate brand.
- Evaluated brand and industry research to inform campaign and media strategies.
- Developed comprehensive media asset delivery process to enhance efficiency with agency teams.
- Developed actionable creative briefs for agency and in-house partners and gathered creative feedback among internal teams.

Social Media Senior Specialist

APR 2019 - MAY 2021

- Created content for Comcast social media channels and launched an always on paid strategy.
- Managed media assets and delivery for 10 social campaigns, developing operational improvements throughout to improve launch & team processes.
- Art directed and developed copy for social creative.
- Assisted with production of brand storytelling video content, including interviewing for casting.

Communications Specialist

AUG 2018 - MAR 2019

- Managed priorities and over 1K requests for in-house creative team and corporate website.
- Managed 500+ requests from regional teams for social support and implemented processes to streamline requests.