

jonathanburtondavis@gmail.com  
216-410-1656

### Brand Strategy

#### Skills

- Design, manage research
- Develop actionable insights
- Lead ideation sessions
- Craft differentiated positioning
- Create customer-centric experiences

### Marketing Communications

#### Skills

- Tell authentic stories
- Create integrated plans
- Develop content calendars
- Write on-brand content
- Manage creative process
- Explain complex ideas
- Ensure brand consistency
- Lead internal teams
- Manage diverse vendors
- Interface with clients
- Manage sales funnel

### Verticals

- Non-profit, social impact, education
- Health insurance, wellness, pharma, device
- Retail, Media
- Professional services

### Education & Certificates

- AIM Institute's Advanced Product Innovation - Certificate
- Northwestern's Kellogg School of Management, 9-Month Kellogg Management Institute Program - Certificate
- Columbia University's School of International and Public Affairs - MPA
- Wesleyan University - BA

Solid track record of helping grow companies and non-profits by crafting differentiated brand narratives supported by insights-driven strategies and bringing those stories to life from objectives through executions

<https://www.jonathanbdavis.com/>

### **Director of Engagement and Marketing, Suburban Temple-Kol Ami** **2019 –**

Funded by time-limited foundation grant, managing marketing, brand strategy, market research and sales initiatives addressing “flat is the new growth” challenges

<https://www.jonathanbdavis.com/overcomingcategorychallenges>

- Developed actionable insights including how leads and close rates by channel impact resource deployment; created personas and shifted internal thinking toward targets
- Built competitive advantage by crafting authentic brand story (“always welcome”) and infusing it across content; built other brand pillars (e.g., “always learning”)
- Crafted campaign themes, wrote on-strategy content (web, social, sales video, direct, print ads, email, collateral, and public relations) for the top six events
- Managed high volume of deliverables for lower priorities, created and deployed Temple's first content calendar
- Evolved weekly newsletter to every weekday publication by creating relevant content, supervising new design, driving more traffic to site – increased clicks by 91%.
- To foster member connectivity, conducted primary/secondary research, sold leadership on innovative/unique in Cleveland program, partnered with lay leaders to design pilot, launched <https://www.suburbantemple.org/gatherings.html>
- Other metrics include 500% site traffic increase, Facebook ad with small budget netting 50K reach/102 clicks to site, exceeded pilot enrollment target by 50%

### **Senior Marketing and Strategy Consultant, MAGNET** **2018 – 2019**

Laid foundation for building marketing consulting practice and consulted with Northeast Ohio small- to mid-size (SMBs) manufacturers

- Managed cross-functional team that generated leads / increased sales for Akron manufacturer; leadership included understanding client needs, presenting weekly updates, conducting segmentation research, collaborating with marketing agency to execute campaigns evolving client's brand story in Google Ads, their site
- Counseled automotive client on shifting from tactical executions to multi-tiered lead generation campaign, developed adjacent product launch plan for vise manufacturer To help scale non-profit's offering, developed “lite” offering, identified potential research/strategy sub-contractors, acquired new tools, presented (as part of teams) capabilities, coached junior staff on research methodologies

### **Co-Founder, Month 16** **2016 – 2018**

Consulted, as Illinois Benefit Corporation with “Build well. Do good.” tag, with SMBs and non-profits on growth strategy

<https://www.jonathanbdavis.com/evolvingbusinessmodel>

- Concluded - after conducting customer discovery interviews and trend analyses - that media company's proposed app would not drive revenue for and proposed alternative, creating lifestyle brand connected to loyal customers' needs
- In-depth alternative aligned business objectives and brand strategies, provided owners with framework to evaluate future revenue models
- Taught strategic planning class for Illinois Small Business Advocacy Council
- Provided pro bono planning for workforce development and healthcare non-profits

Senior Brand Strategist, JonathanBDavis.com

2008 – 2017

Independent and sub-contractor consultant across industries

**Representative Engagement - Employment Branding for Top 10 Pharma Company**

- As lead strategist and market researcher consultant of multi-discipline team, led global C-Level interviews, conducted competitive analyses, solicited client input, incorporated quantitative research, and reviewed social media listening results
- Research led to insight that applicants - regardless of country, vocation, or seniority - shared a desire to make a difference, wrote “Many paths. One goal.” tag line
- Guided design team to ensure work stayed on-brand
- Initiative rolled out globally  
<https://www.jonathanbdavis.com/creatingglobalconsistency>

**Representative Engagement - Brand Refresh Brand for Leading Regional University**

- As resource for non-profit brand strategy and marketing firm, led team that created breakthrough rebranding for University of Alabama-Birmingham, sold-in platform to university’s President and Cabinet
- Identified avenues to spend marketing dollars more effectively, managed research / strategy / creative team that developed evolved brand’s 1st direct mail campaign

**Manager of Brand Strategy, BlueCross BlueShield**

2006 – 2008

Served as brand strategy and marketing communications resource for national umbrella organization and their network of insurance providers

- To address concern that stripped-down version of main product would dilute brand, participated in focus groups, oversaw creative development of key touchpoint, wrote presentations for senior management and C-Suite
- Distilled hundreds of thousands of dollars of under-utilized market research into “Brand Essence” and created tools that empowered managers across U.S. to infuse ideas into internal communications and marketing
- Led national education program that helped colleagues expand their focus from finance and operations to finance, operations, and brand

**Manager of Brand Strategy, Firestone (Corporate Retail)**

2004 – 2006

Worked with COO at category-leading retailer that benefited from parent brand - but also had business model that fostered churn and store experience that sowed market confusion

- Managed design agency relationship, infused market research into design of category-defining “store of the future”, crafted new name (still-in-market Firestone Complete Auto Care) and tag line (dual meaning “the experience you want”), supervised development of visual identity
- Clarified complex brand architecture by eliminating service brand, led team that built messaging hierarchy, brand personality guide, refreshed graphic presence.
- To drive adoption, spoke at Board and at store meetings across U.S.  
<https://www.jonathanbdavis.com/reimaginnigstoreexperience>

**Earlier Career Highlights**

As Director of Client Development for global design firm (remote), led or co-led business pitches to packaging prospects; won contracts, short-listed with major consumer package good company. Lead strategist for team that redesigned POS for #3 electronics retailer; same store sales jumped in test region. As lead account person at ad agency, identified opportunity for #4 credit card to create brand for its home equity product and supervised direct mail program that drove \$50M in incremental revenue.