

JES SCHNIEDERS

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PROFILE

Bringing you over 15 years experience in the marketing industry including print, video, social, digital, mobile, publishing, events and more. Top level account management executive with strengths in scope and strategy planning, process improvement and leadership.

WORK EXPERIENCE

Senior Consultant, Marketing Account Management 11/2013 - present
Nationwide Insurance

Lead consultant on the Commercial Lines business marketing account management team. Work with internal clients to develop overall strategy plans, scope of work and communication plans for large scale campaigns. Write creative briefs, manage budget and scope of work, align with creative resource management for capacity and priority of project work. Ensure brand guidelines and marketing strategies are being met. Act as a liaison and advisor between business marketing and creative marketing to meet deadlines and execute quality and consistent marketing deliverables. Manage external vendor relationships and contracts. Continuous improvement of workflow and process efficiencies.

Account Supervisor 09/2010 - 10/2013
Meredith Xcelerated Marketing

Managed the Lowe's Creative Ideas account including 6 different print titles, multiple tablet editions, web content, email programs, in-store marketing, video, webcasts, events and more. Was the main client contact. Worked with creative and production teams daily to meet deadlines and client needs. Developed schedules, budgets and content outlines.

Senior Account Executive 04/2004 - 09/2010
The Integer Group

Supervised four associates. Managed various client accounts, wrote creative briefs and led client presentations. Collaborated closely with all departments including creative, digital, media and public relations. Handled annual budgeting and planning, along with monthly billing for all clients. Ability to multi-task, delegate and meet tight deadlines. Worked on a wide range of clients including McDonald's, Benjamin Moore, Select Comfort, TASER, Electrolux and Frigidaire.

WORK EXPERIENCE

Senior Account Executive 06/2001 - 04/2004
The Des Moines Register

Trained and supervised four employees, was project manager for monthly sales contests, handled larger scale accounts including Prairie Meadows, Blank Children's Hospital and Iowa Health Systems; wrote monthly articles, and consulted on design, editorial and sales strategies.

EDUCATION

Advertising/Marketing 09/1997 - 05/2001
Drake University, Des Moines, IA

B.A. in Journalism and Mass Communication
Major: Advertising
Minor: History

CERTIFICATES

Six Sigma Green Belt 2015
Process Efficiency Certification

Emerging Leaders Program 2017
Year-long leadership training program

VOLUNTEERING

Committee Member 01/2017 - present
Children's Cancer Connection

House Leader 2011 - 2012
Rebuilding Together

HOBBIES



Soccer Mom



Lake Lover



Fitness Coach