



Behind the Videos: An Inside Look at TikTok

Wednesday, April 21, 2021 • 1:00 pm

Join us as we go behind the scenes of the social media platform that **has taken the world by storm**. Industry experts will discuss how TikTok became one of the fastest growing apps of all time, especially during the pandemic, and how brands use the platform to achieve growth and visibility.

You'll also learn more about how UJA is helping vulnerable people during the Covid crisis, including our latest work facilitating vaccines for people who need them most.

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MODERATOR



Andrew Klein

Director, Content Innovation, Spark Foundry

Andrew Klein bridges the gap between AdTech and consumer technology through branded content experiences. His clients include Aflac, Audible, Citi, Coca-Cola, Cox, Microsoft, and Molson-Coors.

SPEAKERS

Jon Hillman



Global Agency Development Leader, TikTok

Jon Hillman is a global marketing and media sales executive focused on brand building through leveraging emerging technologies and traditional media. He credits UJA with kickstarting his career, having met his first boss at Madison Square Garden at a UJA career night.

Jeremy Cohen

VP, Head of Global Content Partnerships, Publicis Media



At Publicis, Jeremy Cohen is responsible for developing content-centric partnerships with the world's most impactful media companies and social platforms. With previous roles at BuzzFeed, ThePostGame, and Yahoo!, he was named a 2019 #Influencer50 by Talking Influence -- a list recognizing top industry players who continue to steer, influence, and inspire others within influencer marketing.

James Bennett

VP, Marketing, Wendy's



James Bennett heads up the Connections Team at Wendy's, which engages consumers through organic storytelling and building authentic relationships through key passions. While at Wendy's, he has received several marketing honors, including Cannes Lions Grand Prix Award - Social & Influencer and Adweek Grand Arc Award.

Cost: \$36 per person.

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ABOUT VIRTUAL WEDNESDAYS

Virtual Wednesdays is a series of discussions, led by the entertainment industry's brightest stars, dedicated to keeping you connected to the world around you and to UJA-Federation.

Have questions? Email ujaentertainment@ujafedny.org.



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We're standing on the front lines of the Covid recovery effort and helping get our community back on its feet. But more is needed. For food. For mental health services. And to help Jewish institutions thrive. **Help us serve those who are counting on us most right now. Join us to lift up New York.**