

JASON RENO

CHICAGO

312-995-3434 | jasonreno2@gmail.com | linkedin.com/in/jasonkreno | heyjasonreno.com

PROFESSIONAL PROFILE

Accomplished marketing executive with over 15 years of experience driving business growth through brand management, marketing strategy, and go-to-market initiatives. Expertise in stakeholder engagement, data-driven strategies, and leading global cross-functional remote teams to execute campaigns that drive measurable impact.

Core Competencies:

- Strategic Planning and Brand Positioning
- Marketing Strategy Development
- 360 Campaign Development
- AI Integration for Marketing
- Customer Acquisition and Growth Marketing
- Cross-Functional Team Leadership
- Team Coaching, Mentoring and Culture Building
- Budget Management & Forecasting
- Data-Driven Analysis and Decision Making
- Vendor Oversight

WORK EXPERIENCE

LEO BURNETT, Chicago, IL

May 2023 – Today

Vice President, Account Director, Bank of America

- As executive team member, lead cross-network, global team for Bank of America's Sports & Partnerships portfolio, delivering brand-building, business-driving campaigns across Golf, MLB, NFL, and Endurance sports.
- Direct strategic go-to-market initiatives and lead cross-functional teams executing multi-channel marketing campaigns, enhancing brand equity and increasing customer acquisition.
- Developed and executed the award-winning 'Human Sponsorship' campaign for the 2024 Boston Marathon, raising \$71.9M for charity and achieving the highest favorability rating in the bank's history.

HAVAS LIFE, Chicago, IL

February 2021 – August 2022

Vice President, Group Account Director, Xhance, Rinvoq Global

- Served as senior brand lead, reporting to agency President, leading product marketing, guiding strategy and omnichannel, data-informed programmatic activations.
- Led 40-member, global cross-functional team, stabilizing \$4M in revenue at risk by strengthening client relationships post-leadership transition.

CRAMER-KRASSELT, Chicago, IL

October 2016 – February 2021

Vice President, Account Director, Edward Jones

- Reporting to the agency EVP and aligning to the client SVP, directed \$8M revenue-producing Edward Jones team of 50 cross-functional members through the digital transformation of the financial firm into a data-driven, programmatic, customization marketer, resulting in a 30% increase in .com conversion.
- Expanded the client relationship, securing an additional \$1M retainer through strategic relationship-building with senior marketing executives. The increased scope focused on creation of a new recruitment strategy and activation to bring financial advisors to the firm.

LEO BURNETT, Chicago, IL

March 2013 – October 2016

Account Director, McDonald's, United Healthcare, Invesco

- Developed agency growth strategy for McDonald's and broadened the agency's sphere of influence within the marketing organization. Sold in the agency's first national activation in two years.
- Led the creation of a category-breaking strategy and cross-channel campaign for United Healthcare, resulting in a 15% increase in brand trust and winning the 2016 Cannes Health & Wellness Gold Lion.
- Drove a significant improvement in the Invesco client relationship, ensuring the retention of the business.
- Co-led concept, planning, and execution of agency-client innovation festival (300 attendees).

TWO X FOUR, Chicago, IL

February 2011 – March 2013

Group Account Director, Wrangler, Grainger Industrial Supply, Chicago Bears

- Directed development and execution of Wrangler's highly successful new jean line launch, aimed at millennial cowboys misidentifying the brand as their "dad's jean."
- Led strategic planning and concept development for the Chicago Bears resulting in shifted fan perception of the franchise from rugged, proud, and historic to innovative and dynamic.
- Established first brand strategy and cross-channel campaign for Grainger Industrial Supply, a global B2B product and service distributor.

LEO BURNETT, Chicago, IL

September 2007 – February 2011

Account Supervisor, Kellogg's, Allstate

- Led creative and media strategy development for the Keebler Cookies portfolio including definition of new brand purpose that reached beyond advertising to packaging.
- Managed team responsible for Allstate's brand reputation and corporate responsibility. The work included the award winning 'Save 11' PR and social campaign focused on the passage of federal teen driving legislation.

E D U C A T I O N

Bachelor of Journalism, UNIVERSITY OF NEBRASKA, Lincoln, Nebraska