

JASON RENO

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

PROFESSIONAL PROFILE

Executive marketing and agency leader with 18+ years of experience leading complex businesses across financial services, healthcare and retail brands. Trusted partner to C-suite executives, known for aligning strategy, creativity and operations to solve business challenges, transform marketing capabilities and drive growth.

Core Competencies:

- Executive Client Leadership
- Business Growth & Account Development
- Brand & Integrated Marketing
- Cross-Functional Team Leadership
- Organizational Alignment & Change Leadership
- Strategic Planning & Brand Positioning
- Budget Management & Forecasting
- AI & Marketing Innovation

WORK EXPERIENCE

BARKLEYOKRP, Chicago, IL

May 2026 – Present

Vice President, Account Director, Denny's (Contract)

- Serve as executive day-to-day business lead for Denny's, partnering with senior client leadership to guide national integrated marketing across creative, media, CRM, PR, influencer, production and analytics.
- Lead one of the agency's largest cross-agency operating models, aligning seven agency partners around shared business objectives, integrated planning and execution.
- Help redesign the Integrated Agency Team planning process by introducing governance, planning tools and communication frameworks that improve collaboration, transparency and executive decision-making.
- Advise client leadership on brand strategy, integrated campaign development and marketing investment decisions supporting national growth initiatives.
- Build trusted relationships across client and agency leadership during a period of organizational transition, helping strengthen collaboration, confidence and long-term partnership.

INDEPENDENT CONSULTANT

October 2024 – May 2026

- Advised nonprofit and purpose-driven organizations on brand strategy, digital marketing, positioning and organizational effectiveness.

LEO BURNETT, Chicago, IL

May 2023 – October 2024

Vice President, Account Director, Bank of America

- Served on the executive leadership team for Bank of America's Sports & Partnerships business, leading an integrated Publicis team across strategy, creative, media and technology.
- Strengthened executive client relationships by aligning multidisciplinary teams around shared business priorities and integrated marketing initiatives.
- Led the award-winning Human Sponsorship campaign for the 2024 Boston Marathon, raising \$71.9M for charity while delivering the highest brand favorability in Bank of America history.

HAVAS LIFE, Chicago, IL

February 2021 – August 2022

Vice President, Group Account Director, AbbVie

- Served as client lead for global pharmaceutical brands, guiding commercialization and brand strategy across regulated, omnichannel environments.
- Led a 40-member cross-functional team spanning strategy, creative, medical, analytics, and media, stabilizing \$4M in revenue during leadership transition by strengthening client partnership and reinforcing operational discipline across global teams.
- Partnered with executive stakeholders to support market expansion and brand evolution initiatives for established therapies, driving renewed relevance and performance across key international markets.

CRAMER-KRASSELT, Chicago, IL

October 2016 – February 2021

Vice President, Account Director, Edward Jones

- Led an \$8M portfolio with accountability for financial performance and cross-functional team leadership.
- Drove digital transformation integrating creative strategy, analytics and media increasing site conversion 30%.
- Expanded the relationship by \$1M in retainer revenue by identifying and winning new recruitment marketing scope, then leading strategy and campaign development to attract experienced financial advisors from competing firms.
- Built a trusted partnership with senior executives, strengthening client relationships and agency influence.

ARC WORLDWIDE, Chicago, IL

March 2013 – October 2016

Account Director, McDonald's, United Healthcare, Invesco

- Developed organic growth strategy for McDonald's, expanding agency influence and selling its first national activation in two years.
- Led strategy and creative platform development for UnitedHealthcare, increasing brand trust 15% and earning a Cannes Health & Wellness Gold Lion.
- Strengthened the Invesco relationship, increasing Net Promoter Score 25% and retaining the business.

TWO X FOUR, Chicago, IL

February 2011 – March 2013

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

- Led marketing initiatives across consumer, B2B and sports clients, including Wrangler and the Chicago Bears.
- Established Grainger's modern brand strategy and enduring For The Ones Who Get It Done campaign.

LEO BURNETT, Chicago, IL

September 2007 – February 2011

Account Supervisor, Kellogg's, Allstate

- Led integrated brand strategy for Kellogg's and corporate reputation for Allstate, including the Cannes-winning Save 11 teen driving initiative.

EDUCATION

Bachelor of Journalism, UNIVERSITY OF NEBRASKA, Lincoln, Nebraska