

JASON RENO

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PROFESSIONAL PROFILE

Accomplished senior advertising executive with 15+ years of experience driving business growth across financial services, healthcare, and consumer categories. Proven executive partner known for elevating marketing outputs, leading high-performing cross-functional teams, and translating complex business goals into measurable outcomes. Experienced in navigating complex stakeholder environments and building durable relationships that drive sustained growth.

Core Competencies:

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

WORK EXPERIENCE

INDEPENDENT MARKETING CONSULTANT

October 2024 – Present

- Strategic marketing advisor supporting nonprofits and purpose-led organizations with brand strategy, digital performance optimization, and audience growth initiatives.
- Partner with key stakeholders to clarify positioning, strengthen messaging frameworks, and improve performance visibility across digital channels.

LEO BURNETT, Chicago, IL

May 2023 – October 2024

Vice President, Account Director, Bank of America

- As a member of the executive leadership team, led cross-network global team for Bank of America's Sports & Partnerships portfolio, delivering brand-building, business-driving campaigns across NFL, MLB, Golf, and Endurance sports.
- Directed integrated go-to-market strategy in close partnership with creative and strategy leadership, elevating briefs, shaping campaign platforms, and ensuring cohesive execution across disciplines and channels.
- Led development and execution of 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, AbbVie

- Served as client lead on global pharmaceutical brands, guiding commercialization and brand strategy within regulated environments, aligning lifecycle positioning with omnichannel activation and performance measurement frameworks.
- 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

- Oversaw \$8M portfolio with full accountability for client satisfaction, growth, and cross-functional alignment.
- Led digital transformation initiative integrating programmatic, analytics, and creative strategy, resulting in 30% increase in website conversion.
- Expanded the client relationship, securing an additional \$1M retainer through strategic relationship-building with senior marketing executives.
- Launched recruitment marketing strategy to acquire new Financial Advisors, expanding scope beyond brand into measurable lead generation.
- Mentored senior and mid-level account leaders, providing performance feedback and career development guidance across a 50-person cross-functional team.

ARC WORLDWIDE, Chicago, IL

March 2013 – October 2016

Account Director, McDonald's, United Healthcare, Invesco

- Developed organic growth strategy for McDonald's and expanded agency influence across the marketing organization; sold the agency's first national activation in two years.
- Led category-breaking strategy and creative platform development for UnitedHealthcare, increasing brand trust by 15% and earning a Cannes Health & Wellness Gold Lion.
- Improved Invesco client relationship, increasing Net Promoter Score by 25% and retaining the business.
- Co-led client innovation festival (300 attendees), strengthening executive alignment and unlocking new business growth opportunities.

TWO X FOUR, Chicago, IL

February 2011 – March 2013

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

- Directed launch of Wrangler's new jean line targeting younger buyers and modernizing brand relevance.
- Led strategic planning and campaign development for the Chicago Bears resulting in shifted fan perception of the franchise from rugged and historic to innovative and dynamic.
- Established Grainger's modern brand strategy and cross-channel campaign, 'For The One's Who Get It Done'; work remains in market today and supports the company's long-term growth from ~\$3B to ~\$17B in revenue.

LEO BURNETT, Chicago, IL

September 2007 – February 2011

Account Supervisor, Kellogg's, Allstate

- Led creative and media strategy for Keebler Cookies portfolio, including development of a brand purpose that extended into packaging and integrated communications.
- Managed corporate responsibility and reputation work, including 'Save 11,' a PR and social initiative supporting teen driving legislation that contributed to national policy change and won a Cannes Gold Lion (2013).

E D U C A T I O N

Bachelor of Journalism, UNIVERSITY OF NEBRASKA, Lincoln, Nebraska