

Jennifer Lockman Juul

Marketing and Experiential Design Expert

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EXECUTIVE SUMMARY

I am a lifelong learner bringing expertise, experience and a coachable, positive attitude to every endeavor. My award-winning, creative, solutions-oriented approach is an asset to internal teams and external clients and stakeholders, I love to work and play hard, and my work ethic is second to none.

AWARDS & ACCOMPLISHMENTS

Adrian Award - Marketing - Share Your Love Promo - 2017

Moodie Group Award - Social Media Innovation - Gateway to Adventure Campaign - 2012

Teamwork First Award - 2009, 2008, 2005 - **Mountain Climber Award** - 2007, **Rookie of the Year**, 2003 - Boston Beer Company

San Diego Zoo PRIDE Award - 1999

EDUCATION

MBA, BABSON COLLEGE

Wellesley, MA - September 2009

BA, UNIVERSITY OF RICHMOND

Richmond, VA - May 1997
Communications and Elementary Education

PROFESSIONAL EXPERIENCE

LEAP INNOVATIONS - AUG 2011 TO PRESENT

Experiential Design, Planning and Production

Design and execution of brand strategy and events to attract loyalists, grow and retain partnerships, communicate differentiators. Custom experiences and marketing campaigns include digital activations, product launches, conferences, tradeshow, bespoke hosted social events and golf tournaments. Graceful handling of competing top tier clients and engagements simultaneously with impactful design, polished communication, innovative, cost-savings solutions and award winning creativity. 2020 projected budgets to exceed \$4M. Leap project examples include:

- Tavern Restaurant Group: digital deployment of restaurant club, content creation and image sourcing for social channels
- MyBevolution app launch in Dubai, immersive experience featuring tech showcase and corresponding beverage activations
- Gateway to Adventure Campaign: Geolocation based sweepstakes with Coca Cola, Sheraton Hotels, Delta Airlines
- Holiday Elves and Share Your Love design and onsite execution of annual traveling promotions with corresponding media for global restaurateur HMSHost

BOSTON BEER COMPANY - JAN 2003 - AUG 2011

Sales and Marketing: Account Manager, National Account Manager, Senior National Account Manager

Exceptional management and increasing responsibility from street level accounts to casinos and chain restaurants and into top company partnerships; managed a team. Ultimately responsible for Business Development in airport and non-traditional channel for Sam Adams Branded restaurants; design and build, logistics and legal, customization, implementation, training, campaign and creative, coaching and partnership alliance across multiple levels of stakeholders including restaurant partners, appointed and elected officials, airport management. Managed \$1.5M annual budget.

DISCOVERY NETWORKS - JAN 2000 - DEC 2002

Affiliate Marketing: Administrator, Specialist, Sales

Marketing of various Discovery Channel Networks including TLC, Animal Planet and Travel Channel. Designed, planned and produced large format events such as Animal Planet Rescue, a multi-faceted mobile marketing, public-facing annual tour; engaged with youth via execution of Cable in the Classroom Events and served as Public Liason for Discovery Hotline.

SAN DIEGO ZOO- MAR 1998 - DEC 1999

Grant Position dedicated to Children's Zoo Outreach Programs and Events; Developed Zoo Corps for Teens