

DENNIS JENDERS

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QUALIFICATIONS

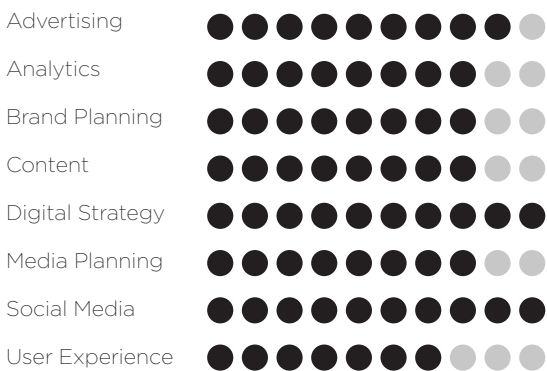
Think, plan, execute. As a planner I live at the intersection of research, strategy and technology. It is here where I can inspire new ways to connect and collaborate with consumers.

Experience matters. I have more than 15 years of experience developing marketing and communication strategies for regional and national clients across a variety of industries including CPG, finance, healthcare, non-profit, sports, technology, tourism and more.

Always Innovating. Living on the bleeding edge doesn't mean recommending every new technology. I enjoy taking new opportunities and applying the right ones to a specific business, process, or opportunity. I enjoy meaningful innovation -challenge me.

Metrics Focused. Innovating allows clients to take big steps but when it comes to daily, continuous improvement I believe in a data-driven, iterative approach that continues to drive towards specific business goals. Measurement and attribution is just as important as developing the plan.

RELEVANT SKILLS



EXPERIENCE

GMR MARKETING, INC. | 2016 -PRESENT VICE PRESIDENT, DIGITAL & SOCIAL

Provide strategic guidance and thought leadership through a creative, data-driven approach for the integration of emerging platforms, trends, and technologies across GMR's global client portfolio.

- + Design and implementation of a passion-driven strategic framework to craft and capture memorable, share-worthy experiences to connect brands, consumers, influencers, and creators.
- + Day-to-day management of our social practice, growing a diverse team of thinkers and creators, and doubling our revenue to \$2.5MM+.
- + Led the design, development, and productization of a scoring tool utilizing social media data for more effective sponsorship valuation.
- + Senior member of our baseball subject matter experts, an internal team and global resource that is responsible for rapid ideation and thought leadership for business development and client consulting.
- + Source and manage relationships with strategic partners to support and develop operational and commercial opportunities.

EXPERIMENTAL AIRCRAFT ASSOCIATION, INC. | 2014 - 2016 DIRECTOR OF MARKETING

Responsible for the leadership, stewardship, and management of EAA's brand and marketing / communication strategies to activate the association's mission to grow participation in aviation.

- + Led organization-wide planning process to support the growth, development, and marketing of nearly 20 program areas.
- + Formalize process and best practices for account and project management, including the implementation and adoption of a cloud-based solution to prioritize and manage projects.
- + Expansion of event and tradeshow program with design and development of mobile marketing unit.
- + Marketing and support of EAA AirVenture Oshkosh 2015 making it the most successful event in a decade with more than 550,000 attendees and over \$15 million in revenue.
- + Redesign and development of the AirVenture mobile application with usage by more than 30% of all attendees.
- + Establish digital and social platform to stream elements of AirVenture to expand our reach and engagement to members unable to attend.

7SUMMITS | 2013 - 2014 VICE PRESIDENT, SOCIAL MEDIA + OUTREACH

Led the introduction, sales, and management of social media marketing services to strengthen and elongate client relationships and develop a reoccurring revenue stream.

- + Lead, support, and participate in the delivery of social marketing service and solutions; guiding client strategy and engagements, ensuring successful outcomes, and achieving profitability goals.
- + Lead and participate in proposal development, client contracts, and identification of new business opportunities -aligning our solutions and experience with business context and needs.
- + Establish our social intelligence practice; defining process and best practices, identify and develop research methodologies, and consistently deliver actionable insights to partners.

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ORGANIZATIONS

414DIGITAL (FORMERLY MIMA)

A founding board member, president emeritus, and active advisory board member of Milwaukee's only digital marketing association.

INSIGHT SUMMIT SERIES

The inaugural Digital Marketing Summit was conceived, organized, and executed along with Marquette University. The sold-out event featured more than 30 thought leaders, more than 500 attendees, and raised over \$30,000 to benefit a scholarship fund for students.

RECENT HONORS

2018 EX AWARDS – Best Millennial Campaign

The UpSkill Project (Lowe's)

2017 FIELD MARKETING – Most Effective Campaign

SEC Sponsorship (Johnsonville)

2017 NATIONAL SPORTS FORUM – Best in Social

MiLB #CallUpWorthy (Esurance)

2014 SITECORE AWARDS – Best Non-Profit Site

Experimental Aircraft Association

2013 BRONZE EFFIE

No One Deserves to Die (Lung Cancer Alliance)

2013 SILVER OBIE

No One Deserves to Die (Lung Cancer Alliance)

2013 WEBBY NOMINEE

No One Deserves to Die (Lung Cancer Alliance)

2013 FACEBOOK STUDIO NOMINEE

No One Deserves to Die (Lung Cancer Alliance)

2013 PRSA BEST IN SHOW

Big Bundle Up (Wisconsin Dept. of Tourism)

2013 GOLD OBIE

Fun. Courtesy of TravelWisconsin.com (Wisconsin Dept. of Tourism)

2012 PLATINUM MARCOMM

Mittengate (Wisconsin Dept. of Tourism)

EXPERIENCE

LAUGHLIN CONSTABLE | 2008 - 2013

VICE PRESIDENT, DIGITAL + COMMUNICATIONS STRATEGY

Quite simply, my role as a planner is to develop strategies that will connect the brand to the consumer and the consumer to the brand. Articulate the right question, cultivate fresh insights and make the complex simple.

- + Perform detailed analysis of a client's business, identify key opportunities, define the intended experience and measure everything.
- + Partner with Account, Analytics, Creative and Technology teams to ensure a project's hand-off and long term success.
- + Directly impact our agency's growth and bottom line as a key member of our new business development team, having secured projects and agency-of-record status at a success rate above 50%.
- + Establish and manage our social media practice with a dozen team members and annual revenue of over \$1.5MM.
- + Formalize the online media practice; defining process and best practices, developed media plans and tracked the efficacy of campaigns.

MARQUETTE UNIVERSITY | 2012 - 2017

ADJUNCT PROFESSOR + MENTOR

Having spoken at Marquette for a few years, I now enjoy the opportunity to educate the next generation of marketers through my course *Emerging and Social Media*. It is a great experience to give back to the community and share my expertise with the Diederich College of Communication.

HANSON DODGE CREATIVE | 2007 - 2008

WEB PRODUCER + INTERIM DIGITAL PRACTICE LEADER

The depth and breadth of my digital marketing knowledge became the foundation for my role at Hanson Dodge. My primary responsibility was to develop digital strategies for our clients and to transfer them into an actionable and measurable plan. My growth led to managing the digital practice as well as resource allocation for the entire team.

MILWAUKEE JOURNAL SENTINEL | 1999 - 2006

WEB DESIGN MANAGER + INTERIM TECHNICAL DIRECTOR

This is where I built the foundation of my career. Web design, front and back-end development, digital advertising and analytics. I also learned about content and the editorial process. My interests became strengths and my strengths drove business. Revenue for the department would increase from \$3MM in 2004 to \$5.8MM in 2005, and nearly \$10MM in 2006.

REFERENCES

SEAN BARRY | LAUGHLIN CONSTABLE

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SCOTT ISAACS | CAPEWOOD PLACE

CONSULTANT, PRINCIPAL OWNER

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