

# Jack Reeves

568 Pacific St, 5B, Brooklyn NY 11217 // c. 203.313.4174 // jack@upstandingape.com

## Skills

Versatile, entrepreneurial digital marketing/product professional with track record of outstanding performance in a broad range of industries and roles. Particularly skilled at presenting, pitching, writing and tactical execution. Superb problem-solving and communication skills.

## Experience

May 2017 - Present

### **Casual Fans** - Director of Operations

- Sports analytics firm leveraging big data techniques to develop proprietary intelligence on sports fans.
- Oversee all facets of operations, product and marketing strategy, growth and acquisition, sales.
- Work with executive team and investors to drive business strategy forward.

June 2012 - Present

### **Vaudeville Ventures** - Senior Strategy Consultant

- Account Director for **Sotheby's** (art auction house).
  - Worked with SVP, Editorial to re-engineer global content marketing structure. Developed org charts, styleguide and processes for new vision. Work presented to CEO and Board.
  - Launched several new digital products, including the Sotheby's Museum Network.
  - Developed 3-year growth/marketing plan for Wine Retail vertical.
- Other major clients include MGM, the NFL, Madison Square Garden, Margaritaville.

October 2015 - Nov 2016

### **The Greater Than One Group** - Interim Director of Marketing

- For a leading midsize independent marketing firm focused on healthcare, oversaw the development and execution of a redesigned B2B marketing strategy.
- Redesigned websites, launched a new content strategy and built the in-house "content machine" to produce industry-leading content at scale
- Contributed to B2B sales and prospecting efforts, including webinars and conference presentations

August 2013 - August 2014

### **Natural Markets Food Group** - Manager, Digital Media

- For an international grocery chain, managed all digital customer touchpoints: websites, social, digital marketing tactics, e-circular and e-coupons.

- Managed websites and social media presences for three child brands. Grew social audience 24x.
- With a colleague, created and launched chain's first-ever loyalty program, putting into the hands of 120,000 people and generating ~\$1.5mm incremental revenue.
- Personally executed digital marketing campaigns in support of 9 store launches (paid search, banner and sponsored content).
- Grew eCRM database from 0 to 60,000 people and produced weekly ecircular and promotional mailings.

August 2010 - June 2012

### **Greater Than One** - Digital Strategist

- Strategy, creative development, research and analytics, working extensively with leading healthcare companies.
- Conducted digital landscape analysis, insights and tactical recommendations for a major oncology launch.
- Led paid search strategic reviews and tactical recommendations for prominent oncology brands.
- Developed data visualization and analysis tools using Excel, Tableau, and web-based software.

## **Education**

Grad. June 2010

### **The University of Chicago** - History of Science

Thesis: "Biases in the Critical Study of Archaic Hominids" earned A grade following panel defense.