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## **SUMMARY OF QUALIFICATIONS**

- Client-facing experience across multiple industries including tech, entertainment, and CPGs
- 8+ years of client & customer service experience, including 6+ working in an agency environment
- Proven track record (3 years) of being a high performer in an autonomous remote work situation
- Operations, billing, and project management experience with focus on agency & team efficiency
- Experienced leader with a successful record of managing both internal and external relationships
- Management/Director level experience successfully running a growing social media department
- Thrives in a fast-paced, work-intensive environment with projects completed ahead of deadline
- Excellent written and verbal communication skills with the ability to work diligently under pressure
- Strong passion for social and digital marketing, brand building, analytics, and evaluation
- Working knowledge of Photoshop, InDesign, HTML, CSS, and Wordpress CMS

## **EXPERIENCE**

### **FULLSCREEN**

**06/2016 - Present**

*Account Manager, Entertainment*

- Act as the point of contact between studios and my team of designers, animators, and coordinators
- Manage a dynamic, multifaceted team of creatives to deliver social-first solutions quickly
- Empathize with clients and anticipate to their wants and needs to articulate them to my team
- Effectively lead a team of creative producers, project managers, community managers, and designers
- Work cross-department with creators, producers, and influencers to bring cohesive turn-key solutions
- Take lead on creating and presenting social-first pitches to studios including Paramount & Lionsgate
- Mentor a team of Account Coordinators on a variety of different accounts in a number of genres
- Successfully manage client and studio expectations while maximizing internal workflows
- Adhere to executed SOWs while still over delivering and exceeding client expectations
- Experience working with the Gen-Z demographic, overseeing AT&T's creator series *Hello Lab*

### **NCLUSIVE**

**08/2013 - 06/2016**

*Lead Digital Marketing Strategist / Social Media Director*

- Assist, direct, and advise the agency on key social media and digital marketing tactics
- Ensure client and company branding is cohesive across a variety of digital platforms
- Project management for 10+ client accounts covering diverse demographics and industries
- Develop brand personas including voice, tone, and position within the marketplace
- Hire, manage, advise, and mentor a growing team of social media and digital strategists
- Create, curate, and implement cohesive content strategies for social media networks
- Collaborate with all other agency departments on large-scale digital media activations
- Devise, implement, and manage a Social Media Internship Program for college students

## **EDUCATION**

### **California State University, Chico**

**Graduated May 2013**

*Bachelor of Arts, Journalism*

*Public Relations Option, minor in Psychology*