



JOHN CHEEK

ADVERTISING STRATEGY & CONSUMER INSIGHTS | LOS ANGELES, CA

OBJECTIVE

I Mine Data, Culture, and Trends to Reveal Consumer Insights that Lead to Big Ideas

I'm Looking for a Strategy & Insights Role at an Agency, Marketer, Publisher, or Other Firm

I AM...

- ✦ Storyteller
- ✦ Creative Thinker
- ✦ Data Detective
- ✦ Ideation Wrangler
- ✦ Trend Curator
- ✦ Insight Distiller
- ✦ Re-Framer
- ✦ Problem Solver
- ✦ People Watcher
- ✦ Bookworm
- ✦ Complexity Simplifier
- ✦ Subculture Studier
- ✦ Client Counselor
- ✦ Persuasive Presenter

EXPERIENCE

CHEEK MARKETING & INSIGHTS ✦ CONSULTANT ✦ 2019 - PRESENT

- ✦ Advise B2C Brands, Services and Retailers on Brand Strategy, Consumer Research, and Other Marketing Challenges
- ✦ Diagnose, Plan, and Carry Out Strategic Projects
- ✦ Lead Workshops and Ideation to Gain Client Input and Buy-In
- ✦ Produce and Present Strategy Deliverables, Coordinating Specialized Research and Creative Partners as Needed

MEDIA ASSEMBLY ✦ DIRECTOR, STRATEGY ✦ 2017 - 2018

- ✦ Served as Strategy Lead for the FX Network Media Planning Team
- ✦ Shared Strategy Responsibilities for Twentieth Century Fox Films
- ✦ Conducted Audience Research and Targeting
- ✦ Interfaced with Programmatic & DMP teams to Activate Targets
- ✦ Distilled Findings into Concise, Actionable Briefs
- ✦ Presented Consumer Insights to Media Planners and Clients
- ✦ Led Brainstorms and Generate Media Ideas
- ✦ Consulted with Planners & Clients to Make Strategic Partner Choices

INITIATIVE ✦ STRATEGY DEPARTMENT ✦ 2012 - 2017

ASSOCIATE DIRECTOR 2015 - 2017

SUPERVISOR 2014 - 2015

STRATEGIST 2013 - 2014

JUNIOR STRATEGIST 2012 - 2013

- ✦ Promoted 3 Times in 4 Years
- ✦ As Associate Director, Served as Day-to-Day Client Point of Contact
- ✦ Handled Client Questions, Anticipated Opportunities to Add Value
- ✦ Collaborated on Primary & Secondary Research & Strategies
- ✦ Moderated Brainstorms, Stewarded Strategy During Planning
- ✦ Trained, Coached, and Helped Manage Juniors
- ✦ Worked on a Variety of Clients and Categories (Full List on Page 2)

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CATEGORY & CLIENT

Multiple New Business Pitches

Film & TV:

- ✦ FX Network
- ✦ Twentieth Century Fox
- ✦ Amazon Studios Originals
- ✦ Lionsgate

Automotive: Hyundai

Beverage:

- ✦ MillerCoors
- ✦ Dr Pepper-Snapple Group

Dining: Carl's Jr./Hardees

All Amazon Verticals, Including:

- ✦ eCommerce
- ✦ Devices (Kindle, Tablet, Etc.)
- ✦ Amazon Web Services (B2B)
- ✦ Music & Video Streaming

TOOLS

Syndicated Survey: MRI, Simmons, etc.

Nielsen nPower Ratings

Social Listening: Netbase, CubeYou

Survey Design and Programming

Qualitative: Interview, Focus Group, Ethnography

Presentation: Keynote, Powerpoint

Design: Adobe Creative Suite (Photoshop, Illustrator, etc.)

EXPERIENCE CONTD.

LATINWORKS ✦ STRATEGIC PLANNING INTERN ✦ 2011

- ✦ Supported 2 Strategic Planners at Full Service Multicultural Agency
- ✦ Gained a Foundation in Multicultural Marketing that Continues to Be a Key Area of Expertise

THE HUMAN SOLUTION ✦ OFFICE FURNITURE SALES ✦ 2009 - 2012

COPYWRITER, SALES TRAINER 2010 - 2012

SALES REPRESENTATIVE 2009 - 2010

- ✦ Set Company Record for Inbound Phone Sales
- ✦ Switched to Part-Time Role Training Salespeople and Writing Copy for eCommerce Site and Blog, upon Entering Graduate School

DELL ✦ B2B COMPUTER SALES REPRESENTATIVE ✦ 2006 - 2009

EDUCATION

MASTER OF ARTS, ADVERTISING ✦ 2012 ✦ UNIVERSITY OF TEXAS

Account Planning Track

BACHELOR OF ARTS, PSYCHOLOGY ✦ 2007 ✦ UNIVERSITY OF TEXAS

DEVELOPMENT

- ✦ Coursera ✦ *Fundamentals of Data Visualization with Tableau* ✦ 2018
- ✦ Toastmasters ✦ 10+ Speeches Delivered ✦ 2012 - 2016
- ✦ Thinklab Brainstorming Workshop (2-Day Training) ✦ 2013



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