

ERIK D. JENSEN

Seeking a fulltime role in interactive marketing that leverages nine years of work history.

Professional Summary

Marketing professional with skills and experience in project management, account management, sales, analytics, operations, procurement, application development, and new product development. Over nine years combined experience in advertising and market research industries. Recognized by peers, management and clients for resourcefulness, strong work ethic, and ability to motivate colleagues at all levels. Background delivering critical, complex, multimillion dollar projects on target while exceeding stakeholder expectations. Adept at building alliances with internal partners as well as external customers and vendors. Solid performance has led to the award of projects of increasing challenge, responsibility and organizational importance. Working knowledge of PMI methodologies; programming disciplines in VB, and SQL, and .net development; intermediate competence with MS Office; understanding of SDLC and PMLCM.

Professional Experience

Creative Technical Services Manager (Contractor) ***Chicago, Illinois*** ***2008 - 2008***

JWT INSIDE, part of ***JWT***, the flagship agency of ***WPP Group***, is a leader in the development of interactive employee communications.

- Coordinated time, budget, and resource allocations for decentralized teams in Sales, Technology, and Creative for the development of multiple interactive, client-funded projects. Made possible the delivery of 100% of assigned projects on time and on budget.

Panel Database Manager ***Chicago, Illinois*** ***2007 - 2008***

SYNOVATE is the world's leading online market research panel provider with access to over 10 million panelists throughout the globe.

- Administered all aspects of Request for Proposal (RFP) process for website redesign including requirements gathering, documentation, prospect selection, evaluation criteria, and schedule development; eighty-five percent of suppliers invited were retained to bid.
- Designed and oversaw process of User Acceptance Testing (UAT) for website pilot study.
- Discovered and secured three pre-paid, unallocated training vouchers and covered cost of scheduled 2008 training for team of direct reports at a savings of \$6,000 to departmental budget.

Senior Project Manager ***Chicago, Illinois*** ***2001 - 2006***

MINTEL INTERNATIONAL GROUP LTD. is a London based, full-service \$40 million market research firm specializing in competitive intelligence database and syndicated print publications.

- Developed and administered an \$800,000 operational budget and led the efforts of teams from sales, legal, marketing, technology, operations, analytics, research, production and executive management for *Comperemedia's* static panel research, a syndicated database of direct mail.
- Increased revenues over \$3 million to *Mintel's Comperemedia* product by directing the launch and implementation for the industry's largest research panel of 1,000+ independent insurance brokers. The *Brokertrack* product, a web-based syndicated database, boasts a base of 65+ clients, almost every major insurance company and investment provider in the US.
- Conceptualized initial product development methodology, branding, pricing, and product positioning for *MenuInsights*, a web-based syndicated database of restaurant menus. Today, this product is the leading research tool in the food service industry, with revenues over \$1 million, and has a subscriber base of Fortune 500 companies including *P&G, Kraft Foods, Nestle* and *KFC*.
- Refined the design of monthly direct mail package at a cost savings of \$80,000 annually. Reinvested savings to create more robust panel product while staying on budget, ultimately lead to enhanced information for existing clients, and expanded range of new business prospects.

- Achieved 90% response rate in the B2B monthly direct mail tracking study through regular review of metrics and refinement of process.
- Spearheaded \$35,000 sale of in-house B2B panel resource to outside vendor and retained supplier for long-term multi-year contract at below budgeted level.
- Project managed a \$500,000 custom competitive intelligence study for *Bank of America*. Directed outside supplier team and multiple internal teams in Custom Solutions, IT, Production, Research, Analytics, Sales. Project earned high marks from client and company was awarded \$1.5 million three-year contract as a result.
- Designed, deployed, and presented findings for a three-month custom competitive intelligence pilot study for Office Depot. Created strong rapport with client and company was rewarded with a \$125,000, 14-month contract.
- Pioneered static panel management processes currently employed at Mintel today.
- Program managed the development of a 500-person high net worth proprietary research panel and syndicated database for *Chase Bank*.
- Secured \$38,000 in annual subscription renewals as in house client development lead by rebuilding relationships with underperforming syndicated subscription accounts.
- Supported the annual strategic planning process by partnering with executive management in the creation and administration of pilot feasibility studies.
- Administered all acquisition campaign activity including telemarketing, e-mail and direct mail, mail kit composition, frequency, incentives, for B2B, Travel, Insurance and Technology panel research.
- Managed entire procurement and contract administration process for four external market research suppliers including: request for proposal (RFP) process, vendor selection criteria, contract negotiation and development, and statements of work (SOW).
- Administered and served as primary contact for *USPS* \$50,000 monthly Priority Mail expenditures.

Account Executive**Chicago, Illinois 2000 - 2001****WUNDERMAN**, a division of Y&R, is a leader in direct response and interactive marketing.

- Facilitated development of direct mail, print and interactive marketing initiatives for *Sears, Diners Club, and TGI* accounts.

Account Executive**Chicago, Illinois 1997 - 2000****DRAFTFCB** (formerly Draft worldwide) is a \$50 million, 500-employee full-service ad agency, and a subsidiary of IPG.

- During three-year career as account manager, was promoted rapidly through a series of increasing responsible assignments.
- Retained highest regular response rate amongst peers, an average of 94%, to monthly direct mail program for *PACCAR (Peterbilt Trucks)* dealers within assigned territory by focusing on customer service and relationship building.

Bachelor of Science in Marketing, 1997**BALL STATE UNIVERSITY**, Muncie, Indiana**Direct Mail and Online Strategies Certificate**, 2001**DEPAUL UNIVERSITY**, Chicago, Illinois**Project Management Professional (PMP) Certificate**, Candidate, planned winter 2008**PROJECT MANAGEMENT INSTITUTE (PMI)**, Chicago, Illinois**Active member**, PMI Chicago**Volunteer**, Marketing Department, PMI Chicago**Additional Skills**

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| ◆ RUP | ◆ Agile | ◆ Visio |
| ◆ Scrum | ◆ XP | ◆ MS Project |
| ◆ Dreamweaver | ◆ Fireworks | ◆ Photoshop |

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