



JENNIFER FOX

Creative marketing executive with a proven record of building high-performing teams and shaping brands that deliver meaningful business results. Combining strategic vision with strong operational leadership to drive integrated, cross-channel campaigns.

CONTACT

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EDUCATION

SAINT MARY'S COLLEGE OF CALIFORNIA

- MBA

OAKLAND UNIVERSITY

- BS, Marketing

CORE SKILLS

- Leadership + Team Building
- Brand Strategy + Storytelling
- Creative Direction
- Integrated Campaigns
- CRM + Lifecycle Marketing
- Consumer Insights
- Digital Marketing
- Data-Informed Decisions
- Cross-Functional Collaboration

AWARDS

- Cannes Titanium, Sprint
- Effie Award, Nextel
- Effie Award, Saturn
- Emmy Finalist, Nextel
- Clio Gold, Sprint
- Addy Award, Kodak Moments

RECOGNITION

- Named Associate Partner, GSP
- "30 People Who Rock," GSP
- Kodak Alaris Mentor
- President's Award, SMCC
- Guest Speaker, SMCC
- Omnicom Mgt Program

EXPERIENCE

- **Kodak Moments** 2016-2025
Chief Marketing Officer
 - Led global brand and marketing strategy across B2B, B2C, and D2C.
 - Managed a high-performing, multi-disciplinary team spanning CRM, creative, digital, and content production.
 - Aligned marketing strategy with regional sales and product priorities, strengthening cross-functional collaboration.
 - Applied audience insights and performance data to uncover growth opportunities and drive outcomes.Global Advertising and Marketing Director
 - Launched a brand campaign that increased unaided awareness 15x and drove \$2M in revenue within six months.
 - Centralized global content production, reducing production cycles by 50% and improving team efficiency.
 - Built marketing operations processes for social, CRM, merchandising, and data integration.
- **Minted** 2015-2016
Head of Studio
 - Led the internal creative studio supporting high-growth CRM, digital, print, video, and social content programs.
 - Built scalable workflows and planning tools to support company growth.
 - Streamlined creative production, reducing turnaround times for high-volume content.
- **Goodby, Silverstein & Partners** 2002-2015
Director of Operations, Associate Partner
 - Led the internal creative studio supporting high-growth CRM, digital, print, video, and social content programs.
 - Built scalable workflows and planning tools to support company growth.
 - Streamlined creative production, reducing turnaround times for high-volume content.Director of Operations, Associate Partner
 - Created and led the Operations group to scale Sprint's integrated marketing campaigns.
 - Developed the award-winning "Now Network" platform, earning a Cannes Titanium & Integrated Gold Lion.
 - Built and managed a retail team to deliver over 400 ads/week while maintaining high creative standards.Account Director, Saturn Automotive
 - Directed national launches for Saturn ION and SKY, winning an Effie for marketing effectiveness.
 - Managed digital advertising and award-winning product websites.
 - Founded the agency's first multicultural team, producing campaigns for Hispanic, LGBTQ+, and African American audiences