

JEREMY AGERS

SR. BRAND, MARKETING, & CREATIVE PROFESSIONAL

JEREMYAGERS.COM
JEREMY@JEREMYAGERS.COM
(909) 208-1678
L.A. METRO AREA

Sr. Brand, Marketing, and Creative professional with 16+ years of experience in the CGP, wireless, action sports, esports, and cannabis categories. A key contributor to award-winning campaigns and lead strategist for "Boost Your Voice," winner - 2017 Cannes Lions Titanium Lion. A skilled project manager and team leader whose passions lie in problem-solving, strategy, and bold creative solutions.

COMPETENCIES

Brand Management
Demand Generation
Ecommerce

Campaign Ideation
Creative Direction
Email Marketing

Agency Management
Budget Management
Marketing Data Analysis

SOCIAL EXPERTISE



CREATIVE EXPERTISE



PROFESSIONAL EXPERIENCE

For additional career experience visit [linkedin.com/in/jeremyagers](https://www.linkedin.com/in/jeremyagers)

DIRECTOR OF MARKETING | ELEPHANT CRAFT HARD SELTZER 2021 – PRESENT



Responsibilities: Director of all GTM marketing strategies from conception to execution across various traditional and digital channels while overseeing multiple agency teams.

Key Achievements:

- Launched initial consumer offering with marketing strategies for on and off premises locations and DTC channels.

DIRECTOR DEMAND GENERATION AND ECOMMERCE | MYREMEDE 2019 – 2021



Responsibilities: Directed ecommerce and demand generation programs, including leading multiple direct reports and numerous agency teams.

Key Achievements:

- Increased annual ecommerce revenue and unique site visits by 200%+ and 500%+ respectively.
- Launched display, SEM, email, and social marketing campaigns.
- Led the release of 50+ new eCommerce site features, yielding an increase in transactions and ecommerce conversation rate of 200%+.

GROUP MANAGER, BRAND STRATEGY AND MANAGEMENT | WEEDMAPS 2018 – 2019



Responsibilities: Directed internal reports and cross-functional teams responsible for all brand campaign planning, production, and measurement from brief to analysis.

Key Achievements:

- Established the brand's first reoccurring brand health study leveraging multiple data science partners.
- Introduced brand campaigns using GTM frameworks to engage various cross-functional teams.

SR. MANAGER SOCIAL AND BRAND INTEGRATION | SPRINT PREPAID GROUP 2015 – 2018



Responsibilities: Lead brand and social strategist, responsible for managing direct reports and agency teams to build brand strategies for organic/paid executions.

Key Achievements:

- Oversaw \$13M+ in annual production and media spend.
- Directed programmatic, social executions resulting in \$100K+ in annual revenue.

EDUCATION

THE ART INSTITUTE OF CALIFORNIA - ORANGE COUNTY

ASSOCIATE OF SCIENCE DEGREE IN GRAPHIC DESIGN, MARCH 2005

CASE STUDY

★ BOOST YOUR VOICE ★



Boost's core demo – minorities and low-income Americans – are disproportionately under-represented in the U.S. voting process. Many are not registered and those who are, face obstacles to cast their ballot. We believed every American deserved a voice in 2016.

Starting in Boost markets with low voter turnout, we wanted to launch a nationwide social and localized grassroots program to address the issues that kept people from voting. Additionally, we wanted to turn Boost Mobile stores into official polling places.

Months away from Election Day, with an underwhelming commitment from county officials and zero confirmed locations, we changed our focus from "what we did" to "what we're doing." This pivot provided the public with a CTA and the resources to demand more polling options via Boost Mobile locations. CTA tactics included: a kick-off film, micro-site, a change.org petition, and experiential activations.

RESULTS

MORE THAN 18 AWARDS AND HONORS

7 Cannes Lions, including one Titanium and two Grand Prix, **7 Clios**, including the Grand Clio, and AdAge's 2017 A-List & Creativity Award for "**Campaign of the Year**"



BOOST'D THE VOTE

23% Increase in votes cast
outpacing the national average

BOOST'D IMPRESSIONS

766 Million
earned media impressions

BOOST'D POSITIVE SENTIMENT

The number of Americans who reported hearing something positive about Boost Mobile
went up 108%

BOOST'D STORE SALES

29% GA lift YOY
following BYV in stores where we activated