

WHAT I BRING

I am a person who drives creative campaigns with research and feedback to support business objectives. A passionate storyteller who develops impactful content for targeted audiences across all platforms. Experience executing projects for a wide portfolio of media elements including print, digital, social, streaming, radio and television.

WHAT I KNOW

COLLABORATE

INCREASE ENGAGEMENT

GIVE CLEAR DIRECTIONS

KNOW YOUR AUDIENCE

THOUGHT LEADERSHIP

CREATE, EXECUTE, MONITOR PLANS

DATA DRIVES RESULTS

EXPERIENCE

Brand Manager

NBCUniversal, San Diego, CA / December 2012 – Present

- Create and manage multi-channel integrated marketing programs, inclusive of digital, social, traditional print, radio, and TV with data driven programs resulting in increased brand position for NBC San Diego.
- Define the narrative for best practices on new product launches and strategic focus areas.
- Identify, write and evolve key topical messages, leveraging business goals, audience insights and research to attract a loyal audience and strengthen brand strategy.
- Improve effectiveness of \$300k media budget via a test, learn, optimization strategy. Results were maximizing brand awareness with lower CPM than prior years.
- Work closely with the sales team to ensure all sponsored promotional messaging and creative is delivered on-brand for internal and external clients.
- Develop other team members as strategic thinkers and innovators through support, meaningful feedback and ongoing mentorship.
- Expert and brand champion of the marketing strategy at NBC San Diego.

Senior Marketing Producer

Scripps Broadcasting, San Diego, CA / December 2012- October 2009

- Created dynamic video campaigns for 11pm news. As a result, show went from third to first in Nielsen ratings within one year.
- Wrote and edited 10 daily tease videos to drive audiences to watch evening newscasts.
- Strategized, pitched and executed two turnkey video templates with a fresh perspective. Ideas were adopted by Director and used as best practices for years.
- Copywriter for newscast teases to hold audience attention.

Creative Producer

NBCUniversal, San Diego, CA / November 2008- November 2005

- Produced brand-identifying campaigns for local television programs *Politically Speaking* and *About San Diego*.
- Wrote and edited live promotions airing in commercial breaks during *The Ellen DeGeneres Show* to recruit viewers to watch NBC San Diego's newscast following.
- Created graphic ads to enhance sales projects and community events.

TARA JELNICKI

jelnicki.com

EDUCATION

Master of Science, Major in Television

Boston University, 2003

Bachelor of Arts, Major in Telecommunication; Minor in Communication

Michigan State University, 2001

WHAT I'M PROUD OF

Emmy Awards

2016 Promotion Campaign

2014 Promotion Campaign

2013 Promotion Single Spot

2012 Evening Newscast

2011 Promotion Single Spot

Financial Advisor Volunteer

Just in Time for Foster Youth

Road to Recovery Volunteer

American Cancer Society