

JENN CHEUNG

consumer-focused
growth strategist

expertise

- Brand building and positioning
- Design thinking-led innovation
- Rapid testing methodologies
- Pipeline/product development
- Consumer research and analysis
- Sustainability strategy & packaging

summary

Multidisciplinary brand builder and experience strategist with a passion for bringing consumers better products and experiences, especially when “better” has yet to be defined.

Fueled by business and design degrees and 10+ years of experience in consumer-facing strategy and design moving from early ideation to market pilot; I enjoy driving innovation, championing new research methodologies, and pushing thought leadership with growth in mind.

Proven track record of projects completed with Fortune 500 brands and retailers including Welch’s, CVS, Target, Nordstrom, and McDonald’s.

contact



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experience

Marks, Chicago, IL

Senior Strategy Director | 2018 - present

Marketing, Consumer Insights, New Brand Creation, Brand Strategy, Innovation, Packaging, Design, Product Development, Sustainability

- Lead insights, strategy, and innovation work for CPG and national retailer clients aiming to capture hearts and minds of consumers in deeply competitive categories; national and private brands
- Envision and develop agency strategy, insights, and digital offerings to deliver 8% annual studio growth, including leadership of connective experience (online/offline retail) practice
- Innovation workshop facilitation and real-time virtual collaboration for clients and internal teams with digital tools like Miro and Mural
- Created quantitative testing program for Fortune 50 brand with a \$10B portfolio (60k consumers and 1.25M consumer impressions)
- Lead sustainability strategy for the agency, generating a tool for evaluating and developing sustainability-oriented branding, positioning, materials, messaging, and packaging for CPGs
- Manage a team of strategists and mentor cross-functional teams across multiple offices

NYSSA, Chicago, IL

Brand Advisor | 2018 - 2019 *(concurrent to Bluedog and Marks)*

Growth Strategy, Prototyping, Packaging Design, Sustainability

- Branding, portfolio and innovation strategy, prototyping and product development, and retail sequencing for early stage start-up, currently in \$2MM seed round

Bluedog Design, Chicago IL

Senior Creative Strategist, Innovation | 2017 - 2018

Consumer Research, Market Analysis, Innovation, Brand Strategy, Naming, Concept Creation, Experience Design

- Developed innovation pathways, platforms and concepts for Fortune 500 CPGs in personal care, pet food, and beverage categories, in global and domestic markets
- Insights, branding and growth strategies for CPG and QSRs
- Trend research and editorial writing with focus on packaging/product innovation for CPG clients and agency communications

McDonald’s US, Chicago, IL

Manager, US Menu Strategy & Innovation | 2015 - 2017

Menu Strategy, Innovation, Product Development, Test Market Launches, Project Management, Marketing

- Led \$5M+ initiative to reinvigorate core products with fresh beef: increased sales by 47% in first week of test and developed creative that scored 88% effectiveness
- Deployed multiple new product tests to deliver a menu pipeline and a 5% increase in sales, leading initiatives spanning Operations, Consumer Insights, Field Marketing, Supply Chain, and agencies
- Drove multiple cross-functional teams of 20+ members, covering 8+ markets, to deploy test launches for a premium sandwich line
- Planned launch details like creative content, improved consumer experience, regional flexibility, and operational model that delivered to gold-standard execution

education

Art Center College of Design Pasadena, CA

B.S. in Environmental Design
Focus on brand strategy for retail spaces and consumer products.

Georgetown University McDonough School of Business Washington, DC

B.S. in Business Administration, Finance
Additional coursework in accounting, sociology, and French.

languages

English: native speaker
French & Spanish: conversational
Mandarin & Cantonese: basic

community engagement

AIIGA Chicago Mentorship Program,
Spring 2019

- Mentored early and mid-career design professionals on the basics of personal brand building.

Board Member of Seattle Architecture Foundation, 2014-2015

- Secured financing through sponsorships and created new arts education programs for underprivileged teens.

experience

McDonald's US, Chicago, IL (continued)

- Developed profitable business case for premium sandwich platform to gain leadership and franchisee approval to launch a new 'Signature' platform in the US. Increased premium sales by 40% in test markets

CallisonRTKL, Los Angeles, CA and Seattle, WA

Business Development and Design Strategist | 2011 - 2015

Brand Translation, Growth Strategy, Retail Design

- Shaped firm-wide business development strategy for retail studio, before and after Arcadis acquisition, and participated in pitches that grew US revenues from \$140M to \$167M in a two-year period
- Developed concept designs for specialty retail environments, placemaking strategies for retail developments, and brand narratives for domestic and global clients

Denizzo, Los Angeles, CA

Project Manager and Designer | 2009 - 2011

Brand Strategy, UX Design, Digital Marketing, Wayfinding/ Environmental Graphic Design

- Brand building for clients in real estate and hospitality.
- Developed, fabricated, and installed wayfinding system for charter high school, using rapid prototyping processes

Citigroup Global Markets Inc, New York/Los Angeles

Financial Analyst, Credit and Financial Products | 2002 - 2004

Financial Modeling, Monte Carlo Simulation

- Structured derivatives in conjunction with fixed-income securities for municipal and 501(c)(3)s borrowers and individual and institutional investors

BBDO, San Francisco, CA | 2001

Intern

Campaign ideation, consumer research, and experience in account management, planning, and creative

research fluency with:

- Syndicated data like IRI, NPD, Mintel, Technomic
- Concept testing and consumer research platforms and processes like Nielsen BASES, IdeaScreen, Zappi, IPSOS, d scout, eyeseer, Sticky

software fluency with:

- Adobe Illustrator, Photoshop, InDesign
- Apple programs (Keynote, etc)
- Office Suite (Word, Powerpoint, Excel, OneNote)

companies & brands I've worked with:

AT&T	Nordstrom
Beech-Nut	PepsiCo
Capital One	Petco
Cesar	Pioneer
Coca-Cola	RXBar
ConAgra (Marie Callender's)	SC Johnson
CVS	Target
Fairlife	Welch's
McDonald's	Williams-Sonoma
MolsonCoors	Wrigley
Nestlé Purina	Visa