

JON SCHULTZ

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VML

MANAGING DIRECTOR, STRATEGY

DEC 2024 — NOW | Chicago

Abbott: Leading integrated strategy across all business units.

Coca-Cola: Consulting on marketing strategy for Nutrition brands.

DAVID&GOLIATH

GROUP DIRECTOR, STRATEGY & SOCIAL IMPACT

DEC 2021 — DEC 2024 | Chicago & Los Angeles

Vizio: Helped grow a video project into a full AOR relationship through innovation-planning and a brand refresh campaign that netted 66% brand liking and +4% purchase intent over norm.

Child Rescue Coalition: Created a digital impact activation for the non-profit that increased arrests +17% YOY and +54% donations to the non-profit (4x Cannes Lion shortlist, 1x Immortal Award finalist).

Fabric Cryptography: Designed a brand positioning for crypto's most electric company, helping them raise over \$6M in funding

More: Hasbro (Play-Doh), California Lottery, Jollibee, Albertsons, San Diego Zoo, Frito-Lay (Smartfood, Snacks.com)

HIGHDIVE

STRATEGY DIRECTOR

SEP 2020 — DEC 2021 | Chicago

Beam Suntory: Worked directly with their master distiller to launch two new super-premium whiskey brands (one sold out in a week) and relaunch a legacy brand.

DISH Wireless: Led innovation consulting and naming for the development of launch of a new MVNO and a new 5G network.

More: Perfetti van Melle (Airheads, Mentos, Fruit-tella), Jeep

HAVAS

STRATEGY DIRECTOR

OCT 2019 — SEP 2020 | Chicago

National Association of REALTORS: Introduced messaging strategy for national fair housing campaign (1x Shorty Awards Gold, 1x Shorty Awards Finalist, 1x AMA Grand Champion, 1x One Show Integrated Shortlist).

OBAMA FOUNDATION

MEMBER, COMMUNITY LEADERSHIP CORPS

JUN 2019 — AUG 2019 | Chicago

Part of a six-month training and development program with over 100 other young professionals in the city, set out to better understand food security.

R/GA

ASSOCIATE STRATEGY DIRECTOR

OCT 2018 — OCT 2019 | Chicago

Cars.com: Led a consulting project with 100+ stakeholders that drove recommendations for the brand's creative, connections, experience, and product.

Melinda Gates: Directed a cross-discipline team of creative, comms, and data strategists for the launch of Pivotal Ventures' national gender equality campaign.

HAVAS

INTEGRATED STRATEGIST → STRATEGY DIRECTOR

SEP 2014 — OCT 2018

Carl's Jr. / Hardee's: Led research, strategy, and planning for the brand transformation of America's largest regional QSRs, including product campaigns that lifted sales +25%.

Craftsman: Led a rebrand strategy that lifted funnel and brand equity metrics and helped sell the brand for \$900MM.

Coca-Cola: Co-led the design of an in-house social agency for Coke Red, Diet Coke, and Smartwater, directing strategy, marketing science, and community development that exceeded the brand's benchmarks with every paid campaign.

More: AutoZone, Expedia Group, McDonald's, Sears, DISH

ABOUT ME

I discover, decode, design, and deploy ideas that connect companies to our world(s) with words, pixels, halides, and code.

SKILLS

Problem Interrogation

Research

Lateral Thinking

Synthesis

Presentation

Ideation

Action-Planning

DOMAIN EXPERIENCE

Strategy

Behavioral Economics

Marketing Effectiveness

Brand-Building

Ethnography

Driving Social Progress

World Design

CATEGORY EXPERIENCE

Automotive—Candy—Cloud

Services—Conservation—CPG—

Education/Mentorship—Fair

Housing—Food Security—

Gender Equality—Government—

Health—Homelessness—Home

Appliances—Home Electronics—

Home Services—QSR—Retail/

Ecomm—Spirits—Telecom—

Tools—Toys & Games—Travel

ACCOLADES

5x Cannes Lions shortlist—2x Shorty

Awards (gold, finalist)—1x AMA

BrandSmart Grand Champion—1x

4As IAAS win—1x One Show award

for combating housing

discrimination—1x Immortal award

for combating child sex abuse

material—1x appearance on the

front page of Reddit—44x VSCO

selections —1x Art Basel feature

EDUCATION

UNIVERSITY OF ILLINOIS @ UC

B.S. of Advertising (2014)

Highest academic honors awarded by the University, College of Media, and alumni association.