Brand & Strategy PORTFOLIO By Janine De Jorio

TABLE OF CONTENTS

- **03** ABOUT ME
- **04** BY THE NUMBERS
- **05** PROFESSIONAL SKILLS
- **06** HIGHER EDUCATION
- **07** PROJECT PORTFOLIO
- **11** NOTABLE PROJECT
- 12 TESTIMONIALS
- 13 CONTACT

in goding ABOUTIME

Award-winning brand leader with 12+ years of experience leading marketing & communications strategy to drive results through impactful digital and traditional campaigns for global multi-billion-dollar brands across diverse sectors including CPG, nonprofit, government, technology and retail.



NUMBERS



12+

Years Experience

15+

Industry & Client Awards

>1B

Impressions

3

Degrees & Certifications

Professional SKILLS



Team Leadership



Social Media



Brand Strategy



Integrated Campaigns

Higher EDUCATION

Bachelor of Fine Art Photography & Graphic Design

Shawnee State University

Master of Arts Strategic Public Relations

University of Southern California Annenberg School for Communications & Journalism

01

College Week

Increasing access to higher education options for Cincinnati's youth

PORTFOLIO

02

Logitech Sustainbility

Positioning Logitech as a leader in sustainability

03

EM Comp. Analysis

Understanding ExxonMobil's competitor's approach to sustainability.



The Problem: Only 50 students showed up to Cincinnati Public School's 2021 College Fair.

The Challenge: Increase attendance to CPS' college fair to continue university partnerships and provide needed information to students in 6-12 grades.

The Solution: Anchor the college fair with weeklong activities, information and opportunities for students and create unique branding to implement digital, traditional and direct marketing tactics.

Earned impressions

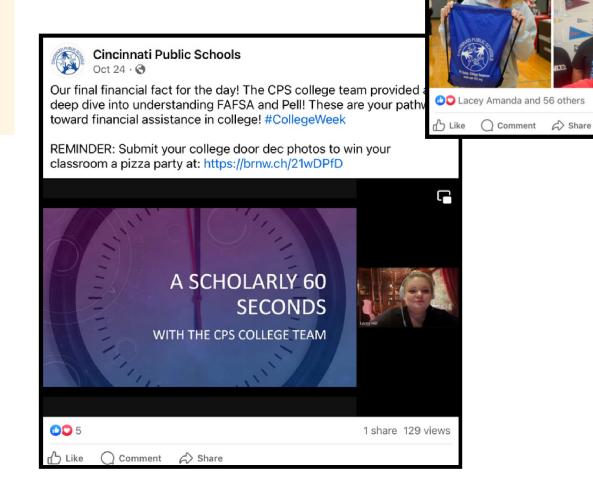
19.6K Digital impressions in second year

Vendor increase in second year

Attendance increase in second year









Like Comment Share



The Problem: Logitech is a leader in sustainable product goods, but no one knew about it due to their value of "humble leadership"

The Challenge: Position Logitech as a leader in sustainability to earn its rightfully deserved market share with the increasing number of conscious consumers in western markets.

The Solution: Elevate Logitech's sustainability POV by increasing the cadence in which their inspirational messaging is shared, leaning into the company's Eco-Design strategy, positioning C-Suite executives as SMEs across CPG, technology and sustainability.

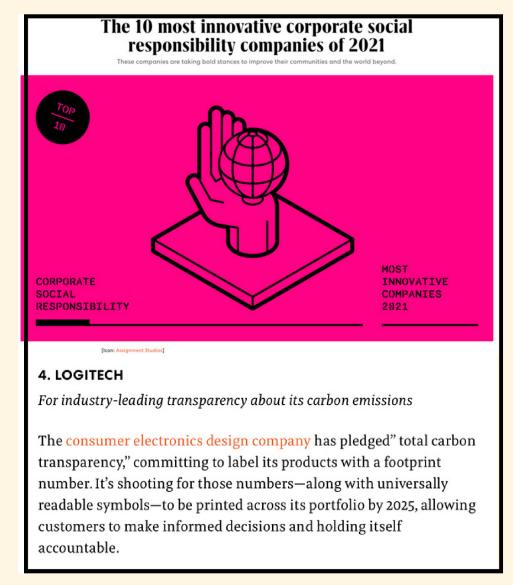
Results

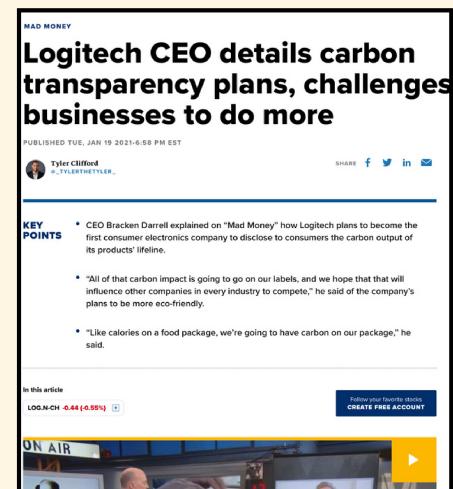
1B

Earned impressions

#4

FastCo's Most Innovative Company's - Corporate Social Responsibility









The Problem: ExxonMobil's competitors were positioning themselves as leaders in sustainability, gaining reputational advantages within western markets.

The Challenge: Conduct a competitor analysis to better understand how they are positioning themselves within the sustainability marketplace to make recommendations for messaging and position for Mobil Finished Lubricants.

The Solution: Utilize The Grey Scale research methodology to analyze traditional and non-traditional competitors in 7 key categories on a scale of 1 to 3.

Results

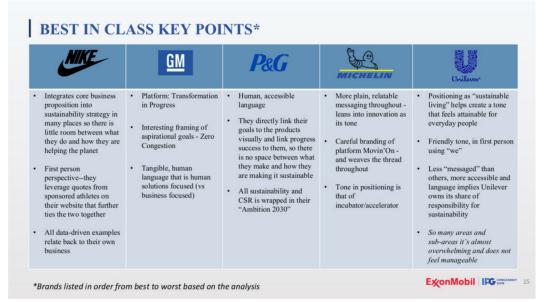
3

Whitespace Opportunities Identified

5

Messaging Strategies
Recommended









Green Bay Packers M.A. Branding Project

The Problem: Gen-Z fan engagement is low

The Challenge: Develop a branding campaign that engages Gen-Z and honors the legacy of the Green Bay Packers

The Solution: Engage Gen-Z and young Millenials in a brand experience beyond the game.

OLDER FANS HAND DOWN THEIR LOVE OF THE PACKERS TO THEIR CHILDREN, BUT_THE CHILDREN WANT MORE OF AN EXPERIENCE TO ENJOY THE GAME

THE GAME ISN'T ABOUT WINNING OR LOSING; IT'S ABOUT THE EXPERIENCE.



Early morning dew evaporates as grills start to light up the parking lot. Soon, the sweet smell of brats fill the air and games of two-hand-touch pick up through the afternoon. The buses arrive and cheers echo through the field. Fireworks sound and everyone heads to their seats. Lambo gets loud and "Go Pack Go!" chants radiate. You look next to you and see Cheeseheads engulfed in green jerseys. Your experiencing the best of the season. Your experiencing gold.











Testimonials

In addition to being a fabulous uriter, suburb content developer and very strategic thinker, it is Janine's Leadership qualities that truly stand out to me.

-Jennifer Floto

Professor & Co-Director, USC Annenberg

Janine's most notable qualities is the genuine thoughtfulness and passion she brings to her work. She brings a strategic lens to her job everyday.

-Janelle Morrifz Rasey Director, Social Impact, Golin

Janine is intensely curious and extremely thoughtful, often noticing details about people and situations that others do not. She is also committed to creating a better, more equitable world which was evident in her care for issues ue addressed on behalf of our clients - from climate change to education reform to supporting marginalized communities. She puts both her mind and heart into her work and would be an asset to your team.

-Laura Sutphen Managing Director, Social Impact, Golin Dontact

951-823-4378

JanineDeiorio@gmail.com

www.linkedin.com/in/Janine-De-Iorio