

Jill C. Cunha
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TD Ameritrade • Omaha, Nebraska

Sr. Communications Specialist, Brand 8/11- present

Marketing Manager 4 /11 – 8/11

Creative Brand Strategy Coordinator 12/09 – 4/11

- Manage daily operations and budgets of all advertising agencies
- Develop strategic direction for marketing campaigns
- Provide all creative briefs and production timelines to partners
- Project manage all internal creative projects (online/direct mail, print)
- Ensure all marketing/advertising campaigns meet brand guidelines
- Manage the execution/launch of marketing campaigns for all business units
- Review and approve all marketing pieces prior to print or launch
- Validate all printed materials with third party printers
- Oversee all branding, collateral, signage, and booths for event team

MEDIACOM/GREY WORLDWIDE • New York, New York

Senior Account Executive – 5/06 to 9/08

Account Executive – 5/03-4/06

Assistant Account Executive – 5/01-4/03

- Managed the Warner Bros. Motion Pictures & Warner Bros. Ellen DeGeneres accounts
- Liaison between Warner Bros. and all agency personnel
- Supervised workflow/accuracy of Media Buyers and Planners
- Negotiated commercial clearance
- Assisted client with annual financial audit of agency
- Administered direction to the Traffic Department (online/broadcast/print)
- Reconciled all billing discrepancies with third-party vendors
- Proofed all broadcast, print and online advertising
- Supervised Interactive Department and approved all internet advertising
- Collaborated with client creative team to set forth production timelines, workflow, and all creative needs/issues
- Provided strategic direction for broadcast sponsorships – including tag tune-ins, billboards, black outs, etc.

YOUNG & RUBICAM • New York, New York

Traffic Manager – 1/99-5/01

- Serviced the following accounts: Kraft Jell-O, KFC (Kentucky Fried Chicken), AT&T, Showtime Entertainment, Macy's and Campbell's Soup
- Responsible for trafficking all commercial broadcast units (national network and cable, spot television and cable, national and spot radio)
- Ensured all commercials were finished on time and delivered to all appropriate destinations by first air-date.
- Coordinated with various account members to create workflow timelines
- Trafficked all print advertising (insertion orders) for all national and local publications
- Proofread all print advertising – ensured accuracy of all creative
- Reported advertising usage to Talent Department to ensure proper talent payment