

JESS PHELAN

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SUMMARY

High performer with a thinking style that combines big picture foresight with detail-oriented insight. Core strengths in establishing trusted relationships with client and internal teams, strong financial knowledge of projects, and ability to manage multiple priorities.

EXPERIENCE

Account Supervisor | Client: Siemens, American Express | Ogilvy & Mather | November 2013 - Present

- Drives strategic development and production for numerous Siemens projects including print, broadcast TV, video, OOH, radio and digital banners
- Assists in development of master brand for new American Express product launching in early 2015
- Owns complex projects from start to finish, including initial client discussions, strategic development, scoping, and full project execution. Strong creative collaborator with internal team
- Rigorous experience in developing scope of work documents and staff plans. Solid knowledge of scope tracking, identification of scope creep and understanding of run rates
- Responsible for monthly budget reporting to aid in management of client's budget. Developed a recommended budget allocation at beginning of fiscal year to guide client in budget management
- Assists in development of yearly utilization with knowledge of agency P&L management
- Manages and mentors Assistant Account Executive. Reports directly to Executive Group Director on Siemens

Account Executive | Client: Siemens | Ogilvy & Mather | June 2012 - November 2013

Assistant Account Executive | Client: Siemens | Ogilvy & Mather | September 2011 - June 2012

- Owned small projects from start to finish for various Siemens Corporate and Healthcare clients. Interfaced with broad internal team including strategy, creative, analytics, production, and finance
- Acted as day-to-day lead for client and internal requests
- Responsible for management of job numbers, estimate creation, OOP tracking
- Developed 50+ simple to medium complexity scope of work documents and staff plans in 2013
- Initiated monthly internal status with creative resources, to better help manage staffing needs and project timelines
- Maintained and distributed status reports and timelines for internal and client teams
- Established key relationships with client, media agency and internal contacts
- Trained and managed interns and associates

Associate | Associate's Program | Ogilvy & Mather | September 2010 - September 2011

- Ogilvy's Associates Program is a highly selective one-year rotational program for recent college graduates. Chosen as one of 23 Associates at Ogilvy's New York office. Gained experience in analytics, content and digital strategy, and account management on a wide-range of clients in various industries. Key experience included acting as Assistant Account Executive on the newly-won Gap Account.

ORGANIZATIONS

Network Leader, Young Professionals Network | Ogilvy & Mather | June 2011 - July 2013

- Managed professional network of 1,000+ employees by planning events, leading initiatives, owning yearly budget, and interfacing with senior leadership and agency human resources teams.
- Direct interaction with Ogilvy One CEO and Ogilvy NA Chairman/CEO to develop and finalize yearly network plans

AWARDS + HONORS

Effie Award in B2B for Siemens SpaceX Campaign | 2013
B2B BMA Ace Awards, Siemens Campaign Recognition | 2011, 2012
Temple University Advertising Senior Class Speaker | April 2010

EDUCATION

Bachelor of Arts, Advertising | Graduated Cum Laude, Class of 2010 | Temple University, Philadelphia, PA