

J.B. DAVIS

Experienced Strategist and Marketer Exploring Full-Time, Part-Time and Contract Opportunities

CONTACT & PORTFOLIO

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SKILLS & CATEGORIES

Develop powerful content that resonates online and offline. Develop authentic brand narratives and user experiences that connect with missions and foster deeper connections with stakeholders.

CPG, retail, media, financial services, automotive, pharma, insurance, healthcare, manufacturing and agencies / Faith-based, social services, workforce development, cultural, education, and professional associations.

EDUCATION

Case Western Reserve University's Mandel School of Applied Social Sciences. Cleveland. Graduate Nonprofit Management Certificate.

Northwestern University's Kellogg School of Management. Chicago. KMI.

Columbia University's School of International and Public Affairs. New York City. Masters of Public Administration.

Wesleyan University. Middletown, CT. Double Major in American Studies and Political Science. BA.

EXPERIENCE

Strategist. MarCom and Brand Consulting. JonathanBDavis.com. Cleveland. 2025 – Present.

- **Freelance Consulting** –
 - For OH startup, developed narrative and built site in Wix.
 - At Neighborhood Pets, engaged stakeholders to co-create positioning that reflects an evolved mission, establishing the strategy to underpin fundraising.
 - For Zygote Press, partnered with Executive Director to infuse their 5-year vision into fundraising strategy.
 - With Refresh Collective, developed go-to-market strategy to expand mission.
- **Board Service** – As trustee of Cleveland house of worship, chair Marketing Committee that revamped website, drove top-of-funnel traffic, piloted word-of-mouth campaign, and developed collateral. Co-chair of Strategic Planning Task Force.

Director of Brand Strategy. Falls & Co.

Cleveland. 2021 – 2024.

- Crafted messaging for tequila brand's entry into new market.
- Led global rebranding of Parker Aerospace using The Solve™ Development Labs. Initiative incorporated global client feedback, anchored in colleague collaborations across Agency, and underpinned presence at Paris Air Show. Engagement drove additional revenue for Agency.
- Led the Menopause Society's successful repositioning, winning the PRSA Brand Award. Developed a strategy unanimously approved by the Board and supported by members, resulting in a 5X increase in social engagement at launch. Directed creation of name, logo, identity, tagline, content, UX, and events for the Menopause Society. Delivered the agency's first comprehensive branding project through strong collaboration with cross-functional teams in research, design, digital, and creative departments. Positioning set stage to solicit \$5M major gift.
- Started the branding practice. Led or co-led engagements with B2B, B2C and non-profit brands. Educated colleagues about branding best practices. Developed research-based long-form brand marketing blog articles.
- Created tools and services. Drove revenue by 9X. Developed and brought to market two offerings to meet demand: The Solve™ Development Labs (workshops partnering senior clients with senior colleagues to address discrete challenges) and The Pulse Brand Health Report™ (holistic view across myriad metrics for smaller clients).

J.B. DAVIS EXPERIENCE (Continued)

Director of Engagement & Marketing. Suburban Temple-Kol Ami. Cleveland. 2019 – 2021.

- Created first content calendars / schedules for high volume of deliverables.
- Led movement of newsletter from weekly to daily; the redesigned content, look, and UX drove daily clicks by 28%. Refreshed brand voice and identity. Wrote digital and print ads, email, collateral, direct; increased earned media/social presence; directed designers; brand-anchored Facebook campaigns exceeded baseline by 17-54%; and multi-channel promotion doubled attendance over baseline; single-topic pages – key to experience – outperformed by 320% average.
- Identified new connectivity model (bottom-up member-to-member versus top-down temple-to-member) and partnered with lay leaders to launch pilot; program in third year. Fostered customer-centric mindset of personas, distinct messaging, funnel management and user-focused redesign. Built advantage by crafting authentic brand story (“always welcome”), extended narrative (e.g., “always learning”) and infused positioning across online and offline touchpoints.

Strategist. MarCom and Brand Consulting. JonathanBDavis.com. Chicago. 2008 – 2018.

- Outside SME for innovation teams including iconic food CPG identifying “what’s next” to maintain relevance. Developed corporate brand architecture for national luxury wellness brand. Conducted research demonstrating global academic accreditation organization’s business model was misaligned with market opportunities.
- As lead strategist of a multi-discipline team, led global C-Level interviews; analyzed competition; solicited client input; incorporated quantitative research; and utilized social listening results leading to insight that applicants – regardless of country, vocation, or seniority – shared the same desire to make a difference. Crafted dual-purpose EVP/tagline (“Many paths. One goal.”). Guided design. Initiative rolled out globally.
- Concluded discovery interviews that revealed no product/market fit for proposed app; developed alternative (lifestyle brand) to tap unmet needs; analysis used to evaluate future revenue models.

Manager of Brand Strategy. BlueCross BlueShield. Chicago. 2006 – 2008.

- Developed national education program that empowered colleagues with new brand-building tools.
- To address concern that stripped-down version of main product would dilute brand, participated in focus groups, oversaw creative development, wrote strategy presentations for C-Suite and introduced sub-brand. Distilled \$500,000 of under-utilized market research into “Brand Essence”; created Brand Toolbox that empowered managers across U.S. to infuse Essence into internal communications and marketing.

Manager of Brand Strategy. Firestone Complete Auto Care. Chicago. 2004 – 2006.

- Managed agency, crafted new name (still-in-market Firestone Complete Auto Care) and tag (dual meaning “the experience you want”), managed brand identity. To drive adoption, led employee training across U.S. Refreshed positioning, rebuilt complex brand architecture by eliminating service brand, infused research into category-defining store of the future, partnered w/agency to create Toolbox (Messaging Hierarchy, Brand Voice). Managed \$1.6 million budget.

LECTURES AND PUBLICATIONS

- **Lectures** – University of Chicago Graduate School of Education. American Marketing Association. AIGA. AAAA.
- **Publications** – “The Longest Yard”, *BrandChannel.com*. “The Six-Legged Horse Race”, *BrandChannel.com*. “Build an Emotional Connection to Your Brand”, *Forum*.