

## J.B. DAVIS

Marketing and communications professional with deep experience supporting a diverse range of nonprofits and corporations in fostering deeper connections with internal and external stakeholders. Skilled in identifying key insights, developing brand strategies, and crafting authentic marketing and communications narratives.

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## SKILLS

### Marketing and Communications

– Develop powerful messaging, extend to wide range of online and offline touchpoints

**Brand Strategy** – Understand market dynamics, build differentiated positioning and ensure brand alignment

**Project Management** – Lead teams, develop client relationships and cultivate best practices

## CATEGORIES

**Social Impact/Non-Profit** – faith-based, social services, workforce development, cultural, education and professional associations

**Corporate** – CPG, retail, media, financial services, automotive, pharma, insurance, healthcare, manufacturing and agencies

## VOLUNTEER

**Temple Emanu El** – Orange, OH. Trustee. Marketing Chair. 2024 -

## EXPERIENCE

### Nonprofit Strategy and Leadership. Cleveland, OH. 2025.

- Executing strategic pivot from 20 years of corporate marketing to nonprofit management. Completing final class for graduate Certificate in Nonprofit Management at CWRU's Mandel School of Applied Social Sciences. Coursework in fundraising, leadership, and strategic planning.
- As Encore Fellow at Neighborhood Pets, engaged stakeholders to co-create positioning that reflects an evolved mission, establishing the strategy to underpin planned fundraising. As Marketing Fellow at Zygote Press, partnered with Executive Director to infuse their 5-year vision into fundraising strategy.

### Director of Brand Strategy

#### Falls & Co (Mid-Size Marketing Agency). Cleveland, OH. 2021 – 2024.

- 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 a new 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). Created new \$150,000 revenue stream over 9 months.
- 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.

### Director of Engagement & Marketing

#### Suburban Temple-Kol Ami (Synagogue). Beachwood, OH. 2019 – 2021.

- 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; created first content calendars/schedules for high volume of deliverables. Brand-anchored Facebook campaigns exceeded baseline by 17-54%; multi-channel promotion doubled attendance over similar event; single-topic pages – key to experience – outperformed other pages by 320% average.

## **J.B. DAVIS EXPERIENCE** (Continued)

### **Director of Engagement & Marketing**

**Suburban Temple-Kol Ami (Synagogue).** Beachwood, OH. 2019 – 2021.

- 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.
- Please note that the position was funded by a two-year foundation grant that concluded.

**Senior Strategist. JonathanBDavis.com (Strategy and Marketing Consultancy).** Chicago, IL. 2008 – 2018.

- 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.
- Developed corporate brand architecture for national luxury wellness brand. Conducted research demonstrating global academic accreditation organization’s business model was misaligned with market opportunities. Outside SME for innovation teams including iconic food CPG identifying “what’s next” to maintain relevance.

**Manager of Brand Strategy. BlueCross BlueShield (Blues’ Umbrella Organization).** Chicago, IL. 2006 – 2008.

- Led 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 (Largest Auto Service Retailer).** Bloomington, IL. 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, spoke at employee meetings 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.

## **EDUCATION**

**Case Western Reserve University** – Cleveland, OH. Graduate Program in Nonprofit Management. Will complete 2025.

**Columbia University** – New York, NY. Masters of Public Administration.

**Wesleyan University** – Middletown, CT. BA in American Studies and Political Science.