

# Laura Jastram | Resume

## **Columbia Sportswear - Head of Social Media and Influencer**

*August 2020 - Present | Portland → Louisville, CO*

## **Strategy Consultant**

*May 2020 - August 2020 | Portland*

Laundry Service - Amazon Music

Instrument - Content Strategy - Nike, Google

## **Digitas - VP/Director, Social Strategy**

*January 2018 - December 2019 | Chicago*

Amway business including Artistry Studio and Nutrilite

Whirlpool Portfolio of brands (Whirlpool, Maytag, KitchenAid - global)

## **Ogilvy & Mather - Director, Social Strategy**

*May 2015 - January 2018 | Chicago*

Kimberly Clark (Huggies, Pull-Ups) and Tyson Foods (Tyson, Jimmy Dean).

## **Strategy Consultant**

*September 2014 - May 2015 | Chicago*

Current Lifestyle Marketing - Muller Yogurt, Pepsico; Kahoots; Metro Health Solutions

## **Havas - Senior Social Strategist**

*April 2014 – August 2014 | Chicago*

Sears - Craftsman, Kenmore, DieHard and Reynolds Consumer Products - Hefty, Reynolds Wrap

## **Current Lifestyle Marketing - Group Manager, Digital Strategy**

*October 2012 – April 2014 | Chicago*

Pepsico, Miami Visitors' Bureau, The James Hotels, Champion USA, Valspar, Pine-Sol

## **Zócalo Group - Account Supervisor, Social**

*March 2010 – September 2012 | Chicago*

Subway, Starz Entertainment, Yahoo! Shine, Dell, SOLO

## **In a previous PR life...**

*2005-2010 | LA + Chicago*

Razor USA, MillerCoors, Yahoo!, IHOP, Symantec

## **What I love to do**

- Deliver integrated, full-funnel thought leadership bringing campaigns to life globally.
- Develop strategy frameworks - social, apps, campaign launches.
- Lead cross-functional team integration and manage a team.
- Be a good manager. Which I think is an under-developed and shrinking skill.
- Figure out this parenting thing.
- Travel, live music, not live music, reading, being read to (audiobooks), cooking, vinyl, hiking, binging TV, giving into my sweet tooth, and many many other things.