

# JENKA GURFINKEL

SOCIAL MEDIA & BRAND STRATEGIST  
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## Expertise:

### BRAND DEVELOPMENT



### SOCIAL MEDIA & COMMUNITY STRATEGY



### WEB STRATEGY & EXPERIENCE DESIGN



### EXPERIENTIAL MARKETING



### CONSUMER INSIGHT



## Experience:

### ➤ SOCIAL-CREATURE MARKETING CONSULTING

2005 - PRESENT

Clients I have worked with in research and/or strategic planning capacities include:

#### **Dead-Line Interactive (Los Angeles)**

- Community strategy consulting on virtual world website for tween girl demographic
- User Experience consulting, and interactive strategy ideation
- Competitor research

#### **Faith Popcorn's Brain Reserve (New York)**

- Brand community strategy, and consumer insight consulting

#### **Cerado Inc. (San Francisco)**

- Consumer insight and User Experience consulting for iPhone Application and blog widget enhancement

#### **The Do LaB Event Creations Co. (Los Angeles)**

- Marketing strategy development and execution for Lightning in a Bottle Music Festival
- Brand development
- Quadrupled festival attendance in 2 years
- Sold out festival without any ad spending, entirely on the strength of innovative social media and word-of-mouth strategies
- Doubled online fanbase in 2 years
- IA and experience design consulting on 5 websites

## Experience cont'd:

### Threshold Interactive (Los Angeles)

- IA and web strategy consulting for Bonnaroo Music Festival (bonnaroo.com)

### The Glitch Mob (Los Angeles)

- Brand development for groundbreaking digital band which the New Yorker christened its own new music genre: Lazer-Bass
- IA & experience design consulting for theglitchmob.com
- Social media strategy consulting for marketing music releases and leveraging fanbase engagement

### Live Nation (Los Angeles)

- Social media and web strategy for the Street Scene Music Festival

### United Future (Los Angeles)

- Social media and email marketing consulting for Rhapsody.com and State of Washington Dept. of Health's anti-smoking initiative, nostanky.com

### Wong Doody (Los Angeles)

- Culture and consumer insight / lifestyle research on "sneakerheads" for focus group participation

### Electric Ltd. (UK)

- Ethnographic and consumer insight research and data analysis for Umbro

### ADD Marketing (Los Angeles)

- Culture and consumer insight / lifestyle research

### ➤ HOUSE OF BLUES - ONLINE MARKETING COORDINATOR (Los Angeles)

**2006 - 2007**

- Creation and deployment of millions of email communications to House of Blues subscribers
- Ensured that much of Southern California (and sometimes Las Vegas) was buying concert tickets

### ➤ RED BULL - EXPERIENTIAL CAMPAIGN MAIN STAGE MANAGER (Los Angeles)

**2005**

- Managed the main stage at Red Bull's music-driven lifestyle event, "Ascension"
- Ensured that the event succeeded in creating an unforgettable experience for attendees via the Red Bull brand

### ➤ LUCENT DOSSIER VAUDEVILLE CIRQUE - PRODUCTION MANAGER

**2005**

- I used to manage a circus. The rest of that story won't fit on this page. Ask me if you're curious.

## EDUCATION:

**Boston University - College of Communications Bachelor's Degree**  
**Boston Latin High School**

**Class of 2003**  
**Class of 1999**