
JENKA GURFINKEL

SOCIAL MEDIA & BRAND STRATEGIST
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EXPERTISE:

- Social Media & Community Strategy
 - Web Strategy & Experience Design
 - Experiential & Guerilla Marketing
 - Consumer Insight & Ethno Research
 - Brand Development
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EXPERIENCE:

- **EWI WORLDWIDE - DIRECTOR OF SOCIAL MEDIA STRATEGY** 2009
 - Created integrated social media & live event strategies for VW and Kia
 - Helped reposition the company as a progressive leader in the Live Communications category
 - Defined social media guidelines for both internal and client applications
- **SOCIAL MEDIA & STRATEGY CONSULTING** 2005 - Present
 - *:::DIGITAL, FULL SERVICE, & ALTERNATIVE AGENCIES:::*
 - **DEAD-LINE INTERACTIVE** (INTERACTIVE AD AGENCY – LOS ANGELES)
 - Community strategy consulting on virtual world website for tween girl demographic
 - User Experience consulting, and interactive strategy ideation
 - **UNITED FUTURE** (INTERACTIVE AD AGENCY – LOS ANGELES)
 - Social media & email strategy consulting for Rhapsody.com and State of Washington Dept. of Health's anti-smoking initiative, nostanky.com
 - **WONG DOODY** (FULL SERVICE AD AGENCY – LOS ANGELES)
 - Culture and consumer insight / lifestyle research on "sneakerheads" for focus group participation
 - **THRESHOLD INTERACTIVE** (INTERACTIVE AD AGENCY – LOS ANGELES)
 - IA and web strategy consulting for Bonnaroo Music Festival (Bonnaroo.com)
 - **FAITH POPCORN'S BRAIN RESERVE** (RENOWNED TREND FORECASTING AGENCY – NEW YORK)
 - Brand community strategy, and consumer insight consulting for company white paper
 - **ELECTRIC LTD.** (CONSUMER INSIGHT RESEARCH & BRANDING COMPANY – UK)
 - Ethnographic and consumer insight research and analysis for Umbro
 - Focus group organization, execution, and data analysis
 - **ADD MARKETING** (CULTURE MARKETING AGENCY – LOS ANGELES)
 - Culture and consumer insight / lifestyle research

• *:::SOCIAL SOFTWARE & NETWORKS:::*

- **CERADO INC.** (MOBILE SOFTWARE DEVELOPMENT COMPANY – SAN FRANCISCO)
 - Consumer insight and User Experience consulting for iPhone Application and blog widget enhancement

GIRLSGUIDETO.COM (FEMALE-CENTRIC SOCIAL NETWORK – LOS ANGELES)

- Branding and initial launch strategy consulting

:::MUSIC INDUSTRY:::

LIVE NATION (LARGEST GLOBAL LIVE EVENT PROMOTION COMPANY – LOS ANGELES)

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

THE DO LAB EVENT CREATIONS (INDEPENDENT CONCERT PROMOTION COMPANY – LOS ANGELES)

- Marketing strategy development and execution for Lightning in a Bottle Music Festival
- Brand development
- Quadrupled festival attendance in 2 years without any paid advertising; entirely on the strength of social media and community strategies
- Doubled online fanbase in 2 years
- IA and experience design consulting on 5 websites

THE GLITCH MOB (CUTTING-EDGE MUSIC ACT – LOS ANGELES)

- Brand development for the 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

➤ **HOUSE OF BLUES - ONLINE MARKETING COORDINATOR** **2006 - 2007**

- Created millions of email campaigns to House of Blues subscribers
- Helped ensure that much of Southern California was buying concert tickets

➤ **RED BULL - EXPERIENTIAL CAMPAIGN MAIN STAGE MANAGER** **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

EDUCATION:

Boston University - College of Communications Bachelor’s Degree

Class of 2003

Boston Latin High School

Class of 1999
