

# nancy jeng

## experience

### Pinterest

San Francisco, CA

2016 – 2023

Global Head of Consumer & Creator Product Marketing (2019 – 2023)

- Led industry-first product launches that differentiated Pinterest in market: inclusive products (skin tone range, hair pattern search, compassionate search), visual search (Pinterest Lens, AR Try On)
- Drove voice of customer insights through research and data to identify unmet user needs and unique positioning opportunities to influence product roadmap and multi-channel campaigns
- Established new team charter and processes for go-to-market operations, product positioning, alpha/beta strategy, product naming, and cross-team operating models
- Founded and scaled in-product marketing team, driving on-platform channel strategy and measurement for product awareness and adoption campaigns
- Scaled the creator product marketing discipline and led critical launches, such as video and Idea Pins, which drove triple-digit growth of native content and active creators
- Built and scaled a team of consumer product marketers from 4 to 20+, and established three new operational disciplines that expanded audience coverage to creators and advertisers

Product Marketing Manager, Ad Formats (2018 – 2019)

- Led launch and go-to-market strategy for Promoted Video, Promoted Carousel, Max Width Video, performance video and mobile deep linking, driving tens of millions of dollars in revenue
- Directed product graduation and development of upper-funnel solutions for advertisers, including the development of our brand product suite adopted by the top 50 revenue-generating partners

Creative Program Lead, The Studio at Pinterest (2016 – 2018)

- Created multi-million dollar revenue sales packages for key seasonal moments including the Most Valuable Party Planner (Pinterest's first-ever Super Bowl program), Pinterest Secret Santa gift guide, the first Pinterest 360° interactive virtual haunted house and the Pinterest 100 Trend packages
- Spearheaded creative strategy for new products and ad formats including the launch of Pinterest Explore alpha, Promoted Video and Pincodes

### Google

Mountain View, CA

2014 – 2016

Creative Strategy & Operations Manager, Google Small Business Social

- Managed a team of content creators, writers and community managers for Google SMB marketing, with an audience totaling over 4M followers
- Oversaw Google's social campaign launches for Small Business Week, Social Media Month, Google Primer, and Small Business Saturday
- Drove content strategy and campaigns to encourage adoption of small business products, including Google Business Profile, AdWords, Business Analytics, YouTube, and more

### Edelman

San Francisco, CA

2013 – 2014

Vice President, Social Strategy

*Starbucks, Microsoft, Ghirardelli, LinkedIn, Adobe, Charles Schwab, Wonderful brands*

- Led new business pitches for the Social Strategy department with a 75% win rate
- Crafted integrated content strategies for digital, social, PR, paid media, and event-related campaigns

## Goodby, Silverstein & Partners

San Francisco, CA

Senior Communication Strategist

2010 – 2013

*Doritos, Got Milk?, Cisco, Google, SONIC Drive-In, Nickelodeon, National Geographic*

- Developed communication strategy campaigns across all media channels including social, digital, TV, print, out-of-home, events, search and radio
- Directed channel strategy and media planning for Doritos' most successful Super Bowl to date
- Won the Cannes Bronze Lion for Best Use of Media and the Festival of Media award for Doritos' Change the Game campaign
- Recognized as a Cannes Media Lion shortlist and winner of the Festival of Media award and IAB Mixx Award for the Doritos Late Night Global campaign featuring Rihanna

## Butler, Shine, Stern & Partners

Sausalito, CA

Media Planner

2007 – 2010

*MINI Cooper, SOREL*

- Led media planning for MINI USA and regional dealer groups including digital, print, radio, out-of-home, TV, events and more
- Launched the unconventional MINI Clubman with a first-of-its-kind custom ad unit campaign
- Won the MediaPost 2008 Media Plan of the Year and the OAAA Media Plan of the Year for the MINI Clubman launch and placed as a finalist for the MediaPost 2009 Print Media Plan of the Year for the MINI Convertible launch

## GSD&M

Austin, TX

Assistant Out-of-Home Media Buyer

2006 – 2007

*AT&T, BMW*

- Planned and executed out-of-home solutions for AT&T brand and regional efforts
- Initiated a new vendor recap process, issued OOH posting instructions, managed creative rotations

**Internships** | Austin-American Statesman, University of Texas Department of Recreational Sports, Patrick Mountain Brand Marketing, McGarrah Jessee

## esteem

- Awards: American Advertising Federation's Vance & Betty Lee Stickell Award, Cannes Young Lions Award, Austin American-Statesman James M. Cox Award, LAGRANT Foundation National Award
- Scholarships: College of Communication Presidential Scholarship and Association for Women in Communications Scholarship

## education

Harvard Business School Online | Disruptive Innovation (2020)

The University of Texas at Austin (2007)

- Bachelor of Science, Advertising
- Bachelor of Science, Public Relations
- University Honors, Texas Creative (award-winning advanced portfolio program), Texas Media

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