

ABOUT ME

I bring a dynamic blend of strategic insight, collaborative leadership, and innovative thinking to drive significant brand and sales outcomes.

SKILLS & KNOWHOW

- Directed client relationships for integrated marketing campaigns for premium financial and consumer brands
- Grew annual client SOW more than four-fold in four years, (\$750,000 to \$3,500,000)
- Led large-scale, full-funnel marketing projects from concept to execution (heavy email, landing page, display, TV, online video, print, direct mail, out-of-home)
- Meticulous attention to detail and first-rate communication and storytelling skills, fostering collaboration and results between clients and internal stakeholders—received employer’s “Q Award” for excellence in client service and project management
- Excellent practical “how to” knowledge to get things done under tight deadlines in cross-functional and matrixed environments. Adept at managing multiple projects and concurrent workstreams.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF SOUTHERN CALIFORNIA | Los Angeles, CA

Adjunct Instructor (part time) | August 2024-Present

- Instruct graduate-level students in the PR 508 Public Relations and Advertising Fundamentals and Strategy course at USC’s Annenberg School for Communication and Journalism (1 evening per week)

QUIGLEY-SIMPSON (advertising agency) | Los Angeles, CA

Account Director | August 2021-April 2024

CLIENTS: JPMorgan Chase—Chase Sapphire, Chase Travel, Chase Sports & Entertainment

- Lead for Chase Sapphire Lounge customer engagement messaging and Sapphire card acquisitions (\$3.5MM annual budget)
 - Directed development and launch of on-site collateral and digital messaging for launch of new Chase Sapphire Lounge by The Club airport lounges, driving significant customer traffic and press coverage
 - Headed winning go-to-market RFP responses allowing Chase to open new multi-million-dollar customer lounges at LGA, LAX, and JFK airports
 - Recognized by internal team as product subject matter expert on Chase
- Lead for Chase Travel communications
 - Successfully onboarded new Chase Travel brand (3rd largest travel agency behind Expedia and Booking.com)
 - Focused on launch messaging to introduce cardmembers to the new brand’s benefits and capabilities, substantially growing awareness and customer traffic
- J.P. Morgan Wealth Management
 - Led the agency’s first online and direct mail acquisition effort for the brand (retirement, wealth growth and preservation messaging), driving double-digit lift in response

Management Supervisor | June 2016-August 2021

CLIENTS: JPMorgan Chase credit cards—Chase Sapphire, Chase Freedom, Chase Slate, Chase Ultimate Rewards (\$4MM annual budget)

- Onboarded Chase Sapphire as new brand for agency and built support team
- Established new look, feel, and strategy for Chase Sapphire and Chase Freedom CRM email, bringing design consistency and messaging cohesion to the platform and integrating relevant brand Instagram content
- Led partnership email creative development for campaigns supporting offers from Apple, Instacart, DoorDash, et al., significantly lifting customer engagement

JOE MONESTERE

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Account Supervisor | June 2011-June 2016

CLIENT: JPMorgan Chase—Chase United (co-brand credit cards)

- Part of account team that launched the new Chase United Explorer Card and the United Business Card (B2B), introducing a groundbreaking suite of new benefits for travelers
- Managed complex deliverables on fast-moving 360° campaigns covering OOH in 7 hub US airports, national TV, print, social, and direct mail to drive awareness, consideration, and adoption of new accounts by millions of customers

DRAFTFCB (advertising agency) | Irvine, CA

Freelance Account Supervisor | November 2010-April 2011

- Day-to-day account management for Del Monte pet foods, including Meow Mix; Kibbles 'n Bits; 9Lives and Nature's Recipe
- Responsible for driving creative concepting, production and client approvals of TV and social media assets

ALCONE MARKETING GROUP (advertising agency) | Irvine, CA

Freelance Account Supervisor | May-July 2010

- Provided day-to-day account management, strategic and conceptual support for Nestlé brands including Nescafé Taster's Choice and Coffee-Mate
- Projects included marketing collateral, direct mail, in-store displays, sampling and digital media

SHOEDAZZLE (online retail startup) | Los Angeles, CA

Director of Marketing | October 2008-October 2009

- As the first marketing lead for this startup, I directed all marketing and PR efforts to drive traffic and build the ShoeDazzle brand. Drove 1,000% sales increase in 7 months following the beta launch.
- Launched, curated and monitored ShoeDazzle Facebook and Twitter pages, including PPC acquisition advertising

CAMPBELL-MITHUN (advertising agency) | Minneapolis, MN

Account Supervisor | February 2008-September 2008

- Provided strategic and project leadership on national packaged goods businesses for Land O'Lakes and Interstate Bakeries
- Led and managed execution of TV and online advertising that drove 37% volume increase for Land O'Lakes Butter with Canola Oil product within three months

Account Executive | May 2003-February 2008 | Irvine, CA and Minneapolis, MN

- Integral part of account teams that navigated significant creative and strategic challenges to develop winning creative resulting in 15% sales increases for Oatmeal Crisp and Cinnamon Toast Crunch General Mills brands
- Led development and execution of large-scale bilingual collateral projects and high-volume weekly print advertising campaigns for Verizon Wireless (B2C and B2B), covering 12 Western states for 7 consecutive quarters

DAVID WILSON ASSOCIATES (advertising agency) | Needham, MA

Account Manager | November 2000-February 2003

- Managed recruitment advertising efforts for clients including Gillette and MIT Lincoln Laboratory

MULLEN (advertising agency) | Wenham, MA

Assistant Account Executive | November 1999-July 2000

- Daily account administrative tasks in support of the InsightExpress and MySeasons.com brand teams

EDUCATION

BOSTON UNIVERSITY | Boston, MA

BS in Communication with emphasis in advertising, minor in US History