

Jada Cash

CREATIVE DIRECTOR / MARKETING STRATEGIST



Profile

On paper, I'm a Creative Director. But after nearly 20 years in the small-to-mid-sized-agency trenches, I've played the role of strategic planner, media director, content strategist, PR person and even project manager. If you're looking for a well-rounded marketer who's as effective at the execution as the direction and strategy, I'm your gal.

jadacash.com

hello@jadacash.com

773.885.9305

Work Experience

Brand Manager

Half Day CBD | Chicago / AZ | 2021 - present

- Lead all branding and marketing strategy and execution for Half Day CBD
- Responsible for email & SMS marketing; website; paid digital advertising and publisher partnerships; influencer and affiliate marketing; social media; and event marketing

Creative Director

LoSasso Integrated Marketing | Chicago | 2018 - 2023 (freelance from 2021 - 2023)

- Led the agency's creative team (8 team members including designers, writers and video producers)
- Responsible for all agency creative output as well as pitching, creative client relations, etc.
- Drove/supported several key agency disciplines/offerings including content strategy; demand generation; media strategy; strategic planning; brand positioning; website strategy/development and more
- Produced award-winning creative (Telly Awards, Content Marketing Awards, Davey Awards, BrandSmart Awards, etc.) for clients including Jayco, CNA, Mazars, TransUnion, Case IH, Connect Hearing and more

Associated Creative Director

LoSasso Integrated Marketing | Chicago | 2016 - 2018

- Supported CD in all creative strategy/execution, including team and direct-report management
- Drove strategy and execution within several key agency disciplines (see above)

Senior Copywriter

LoSasso Integrated Marketing | Chicago | 2010 - 2016

Editor

The Simons Group | Chicago | 2009 - 2010

Copywriter

Slack & Co. | Chicago | 2006 - 2009

Education

Bachelor's Degree • Mass Communications

Arizona State University | 2006