

# JASON E LEECH

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## PROFILE

Well-rounded, data-driven marketing professional with over 20 years of experience leading marketing teams. Specialize in the strategic planning of results-driven communications to elevate interest, appeal and demand. Known for innovative thinking, effective leadership, and the fostering of collaborative relationships in a corporate environment resulting in the award for **Employee of the Year** among 3,500 employees at Princess Cruises.

## EXPERTISE

Strategic Planning • Brand Management • Advertising & Promotions • Online Marketing • Lead Generation • Email Marketing • Content Creation • Market Research • Social Media • Sales Leadership • Brand Partnerships

## EXPERIENCE

### Director of Marketing

Princess Cruises | Santa Clarita, CA | March 2006 – December 2020

- *Brand Management* – Led the brand marketing team tasked with overseeing the implementation of the corporate brand standards in all consumer-facing communications. Designed and enforced corporate brand guidelines for use by agencies and local offices around the world. Worked with operational teams to design branded onboard communications and signage consistent with brand standards to enhance the guest experience.
- *Online Marketing* – Managed the strategic digital advertising efforts with the implementation of PPC display, SEM, SEO, content strategy and conversion optimization. Oversaw multiple digital advertising agencies to create and deliver innovative campaigns resulting in a 20% increase in annual average customer acquisition over a five-year period.
- *Email Marketing* – Launched and optimized email marketing programs using data-driven audience analytics, A/B testing and copywriting best-practice solutions to achieve a conversion increase of 31%. Introduced and managed an automated dynamic email campaign for post-purchase, pre-cruise efforts designed to maximize pre-cruise revenue, improve customer service and enhance retention through building guest anticipation.
- *Traditional Advertising* – Managed a \$10M budget leading traditional advertising efforts for Princess Cruises including newspaper, magazine, television, radio, and OOH campaigns. Worked with creative and media planning agencies to develop strategic plans and implement campaigns.
- *Content Creation* – Oversaw external and in-house creative teams to produce award-winning content including video production, print, email, digital advertising, collateral, asset generation, and brand guidelines.
- *Product Development* – Developed and implemented multi-channel strategic communication efforts to launch and promote new ship designs. Approach led to industry-high levels of awareness and interest with tactics including innovative virtual reality, social media influencer campaigns, sweepstakes, PR events, B2B sales tools and even a visit from a royal princess!
- *Brand Partnerships* – Introduced strategic promotional partnerships with marketable stories around new product developments. Results following two years of strategic development efforts led to an industry-high level of positive PR (95%). Just some examples include celebrity chef Curtis Stone's onboard restaurant, "The Voice" onboard singing competition, and the "Princess Luxury Bed" designed by celebrity designer Candice Olson with sleep expert Michael Breus.
- *Loyalty Program* – Oversaw the best loyalty program in the industry (Captain's Circle) including customer relationship management, cost management, events and customer service. Was able to reduce program costs by 20% while maintaining the same level of program satisfaction by introducing low or no-cost, value-add benefits.
- *Sales Leadership* – Led the onboard sales team to a 50% increase in sales revenue and 90% increase in the future cruise program participation from 2015 to 2019. Changes included innovative onboard and shoreside marketing tactics as well as staffing adjustments to improve efficiency.
- *Collaboration* – Awarded *Employee of the Year* for demonstrating the company core values and for outstanding collaboration among over 3,500 people while serving as marketing liaison to all other departments and global offices including operations and guest experience.
- *Team Leadership* – Led a team of over 50 employees within marketing, sales and CRM.

### **Account Supervisor**

Hamon & Associates | Santa Monica, CA | 2003 - 2006

- Managed the strategic advertising efforts for the Singapore Airlines account in North America. Supervised the daily execution of advertising campaigns including digital, broadcast, print, website, direct mail & collateral.
- Launched national advertising campaigns for Singapore Airlines to promote demand growth of business and leisure travel from the North American market.

### **Account Executive**

DGWB Advertising | Santa Ana, CA | 2002 - 2003

- Managed the strategic marketing efforts for the Galardi Group restaurant chain, successfully increasing sales 10% with the implementation of a new broadcast campaign and new community marketing program.

### **Account Executive**

Foote, Cone & Belding | Irvine, CA | 1999 - 2002

- Worked on the marketing and advertising program for the Hilton Hotels account including full multi-media advertising campaigns (newspaper, magazine, online, collateral & broadcast).

## **EDUCATION**

**University of Southern California** | Los Angeles, CA

*BS in Business Marketing*

## **BEFORE + AFTER WORK**

I enjoy running marathons, hiking, kayaking, camping, road biking, and pretty much anything else outdoors! I love history and astronomy (yes, I'm a nerd), and I love to travel. Oh, and I drink copious amounts of coffee.