

# jeanne fu

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## PROFILE

**Award-winning digital marketing leader**, with 10+ years of agency and client side experience across industries.

**Change agent** who thrives in dynamic, challenging terrain.

**Deep expertise of Paid Media**, with international market research experience and fluency in 4+ languages

**I drive business impact**, and have profitably managed multiple marketing channels.

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## EDUCATION

### **Master of Philosophy (M.Phil.)**

University College London, University of London, United Kingdom  
Graduated 2006

### **Fulbright Student Scholar**

Albert-Ludwigs-Universitaet, Freiburg, Germany  
Awarded 2003-2004

### **Bachelor of Arts (B.A.)**

Colgate University, Hamilton, New York  
Graduated 2003 Magna Cum Laude

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## SKILLS

**German    Shanghainese    Spanish**  
**Google AdWords    DoubleClick    Marin Software**  
**BenchTools    ComScore    Pathmatics**

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## EXPERIENCE

### **Biddable Media Director @ Razorfish** *July 2015 – Present*

I lead paid media strategy and vision for key CPG (Mondelez, Bayer), luxury (Patron), and retail (Home Shopping Network) clients. In addition to providing strategic oversight across a \$20MM client portfolio, I own Razorfish's Knowledge Sharing core tenet to drive thought leadership across offices.

### **Founder @ Boulderling Babes, LLC** *January 2015 - Present*

Boulderling Babes is an omnipresent platform devoted to changing the face of climbing to include more empowered, inspired women by creating an

encouraging space for female climbers to connect. I developed a global tour (*Climbing Girls Run the World*) and lead female-focused climbing clinics to mentor 200+ women across America, Australia, Cambodia, Greece, Jordan, and New Zealand. In addition to partnering with international organizations and NGOs (Brooklyn Boulders, Google, Angkor Climbers Net) and cultivating an active Instagram base of 2,500 followers, I co-hosted and led the inaugural Angkor Wat Children's Benefit in December 2015.

**Paid Media Director @ Razorfish Global** *July 2014 – July 2015*

I led Search Operations for Razorfish Global nationally and oversaw executional excellence and strategic alignment for Paid, Owned, Earned media efforts in Rosetta's New York-based office. As the highest point of escalation best-in-class delivery, I built and mentored a team of 3 direct reports and created quality assurance processes.

**Subject Matter Expert @ Razorfish Global** *April 2011 – June 2014*

I oversaw a \$15MM portfolio of pharmaceutical clients and drove paid search, affiliate marketing, and lead generation strategy in Rosetta's New York-based office. In this role, I grew paid search revenue by incremental \$700k from key healthcare (Takeda, Forest) and financial services (Sallie Mae) clients.

**Paid Search Manager @ EducationDynamics** *Jan 2009 – April 2011*

I developed digital marketing plans and oversaw media buying, content strategy, and traffic optimization for GradSchools.com and StudyAbroad.com. I supervised a team of 6 direct reports across the country to exceed profit, volume, and ROI goals for eLearners.com.

**Director of Marketing @ NY Institute of Photography** *May 2008 – Jan 2009*

I determined all marketing strategy, planning, and buying in the U.S. and Canada and forecasted and exceeded revenue, sales, and EBITDA targets.

**Marketing Analyst @ NY Institute of Photography** *Oct 2006 – May 2008*

I managed, analyzed and optimized media placements and strategy for maximum ROI in print radio, and paid and organic search. Additionally, I developed and directed digital campaign, *NYIP Focus: Photograph Your Hometown Photo Contest*, which received over 7,000 submissions and 200,000+ votes to build brand equity.

**Marketing Consultant @ Research Solutions UK** *Jan 2006 – June 2006*

I researched industrial products and published syndicated reports in English and German to market and sell to senior managers in target companies (e.g. Bosch Rexroth, Motorola, etc.). In addition to having authored *The German Market for Linear Motion*, I presented it at the Hanover Fair in Germany.