

JONATHON MCKENZIE

👋 Hi there, I'm Jonathon McKenzie. Thank you for downloading my website resume.

I bring 15+ years of digital strategy, media planning, and marketing communications experience, including for Hasbro and WarnerBrothers Discovery/WarnerMedia. I currently serve as the Global Media Director at Hasbro, where I lead global media operations, align strategies and agencies with business objectives, drive brand visibility, and amplify consumer engagement. I am known for driving innovation, operational excellence, and delivering impactful results in high-pressure, deadline-driven environments.

My tenure in the industry includes progressive roles at WarnerMedia, most recently as their Sr. Paid Media Director of Performance Media and first-party data strategy. This is where I delved into data, synthesized insights into strategies, and crafted advertising campaigns that not only resonated with audiences but also delivered tangible results and stronger ROI. Leadership for me is about fostering a collaborative environment where ideas flow and innovation is the norm.

📧 I look forward to connecting with you on [LinkedIn](#) or email at jonathonmcknz@gmail.com.

EXPERIENCE

Director of Global Media | Hasbro

As the Director of Global Media at Hasbro, I'm deeply involved in crafting and executing the company's global media strategy. My role demands a keen understanding of our overarching business goals and marketing objectives. I've introduced a groundbreaking Global Paid Investment Operating model, streamlined digital taxonomy for cleaner marketing analytics, and fostered a collaborative culture that pushes the boundaries of media planning efficiency. Leading cross-functional teams, I ensure our audience-centric media strategies are impactful and data-driven. I'm proud of centralizing global planning processes and initiating strategic media partnerships that span over 30 global leaders, greatly enhancing Hasbro's operational efficiency and global brand presence.

Sr. Paid Media Director - Performance Media & Data Strategy | WarnerMedia

In my tenure as the Senior Director of Paid Media at WarnerMedia, I was at the helm of the Performance Media Department, managing a dynamic team across various digital platforms. My primary focus was on boosting tune-in metrics, app downloads, and in-app engagements. I played a pivotal role in aligning our strategies with business objectives, collaborating with multiple agency teams and marketing directors. I led initiatives for major brands, managing substantial paid investments and serving as the digital Center of Excellence. My contributions to customer data platforms and digital media acquisition were instrumental in shaping WarnerMedia's digital growth.

Paid Media Director - Performance Media & Data Strategy | WarnerMedia

Associate Director - Paid Media | WarnerMedia

As the Associate Director at WarnerMedia, I directed multi-platform advertising strategies for several high-profile digital and TV products. My leadership in the Performance Media team involved spearheading SEM, Programmatic, and Acquisition Campaigns, ensuring alignment with our strategic objectives. I worked closely with digital planning teams, significantly enhancing digital strategies for our key brands and driving measurable results in tune-in metrics and app engagements.

Digital Supervisor - Paid Media | WarnerMedia

In my role as Digital Media Supervisor at WarnerMedia, I oversaw Paid Media for Turner Sports and Digital Media Planning for CNN/HLN. I was instrumental in developing and aligning data strategies, particularly in the digital realm, to drive conversions and engagement. Leading the Performance Media Team, I focused on optimizing SEM efforts across the Turner Portfolio, utilizing advanced tracking technologies to measure and enhance campaign effectiveness.

Associate Director - Paid Media | Three

As an Associate Media Director at Three, I was a crucial partner in planning, testing, and growing the digital department. I developed and delivered digital media strategies for new and existing clients, optimizing campaigns through a test-and-learn approach. My role involved extensive use of various digital media tools and platforms, contributing significantly to the agency's growth and the successful execution of campaigns for a diverse client roster.

Digital Supervisor - Paid Media | Empower MediaMarketing

As a Digital Media Specialist at Empower MediaMarketing, I led innovative direct response and branding campaigns across multiple platforms. I collaborated with various teams to develop integrated media strategies, establishing critical partnerships and implementing digital marketing campaigns. My expertise in leveraging a range of digital marketing tools played a pivotal role in enhancing campaign performance and building strong client relationships.

SKILLS

It is highly recommended to have your colleagues endorse your skills as even one endorsement has shown to increase your rank on LinkedIn's search engine results.

Media Planning/Buying | Growth Marketing | Agency Partnerships | Marketing Analytics | Brand Management | Brand Strategy | Connected Television (CTV) | Customer Data Platforms (CDP) | Demand Side Platforms (DSP) | Traditional & Digital Advertising | Global Kids Advertising & COPPA | Mobile Measurement Platforms (MMP) | Campaign Management | Social Media Strategy | Over The Top Devices (OTT) | Site Development Kits (SDK) | Employee Management | Strategic Planning | Adjust | AppsFlyer | Athena | Branch | Comscore | Multi-Touch Attribution (i.e., Cubiq) | eMarketer | Facebook Ad Manager | Google Ads | Google Hangouts | Kochava Inscape | Looker | mParticle | Nielsen | Segment | SLACK | iSpotTV | TikTok Ad Manager | Twitter Ad Manager | UNIFY | Microsoft Office Suite (Word, Excel, PowerPoint) | Microsoft Teams | Webex | Zoom