

# LEAH ROGERS

MARKETING EXECUTIVE. BRAND LEADER. CULTURE SHAPER.

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## CONTACT

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## KEY EXPERTISE

Marketing Strategy

Digital, Social & Mobile  
Marketing

Content Strategy

Brand Development &  
Management

Advertising

Strategic Planning

Marketing Research &  
Analytics

Project Management

Team Development,  
Engagement & Leadership

## MARKETING EXECUTIVE

A marketer by passion with over 15 years of experience leading strategic and brand marketing with the guiding philosophy of finding honesty in every story with beautiful, unpretentious work that cuts through the noise and helps businesses tell their stories.

Creative, agile and inspiring change agent who develops and manages brand identity, brand management, digital, and strategic planning, driving brand and business success by defining vision, developing strategy and building high-performance teams. Skilled leader of large-scale transformational change efforts with diverse teams, with a leadership style focused team building and collaboration where all voices are heard and valued.

Intuitive and decisive leader who outwits competition by identifying future needs to uncover growth and discovery opportunities. Trusted strategic partner who establishes strong relationships to align people, resources and leaders against a core vision.

## PROFESSIONAL OVERVIEW

### NATIONWIDE

#### **Director, Head of Marketing – Nationwide Private Client 2016 – March 2019**

Lead a virtual team in the development and execution of competitive marketing strategies for Nationwide Private Client business, driving Branding, Digital, Mobile and Social strategy. Develop annual marketing plan and competitive analysis to define KPIs, priorities and budget that maximize ROI. Steer business strategy as a member of the Senior Leadership team.

##### **Key accomplishments include:**

- Refreshed Private Client brand to deliver a clear value proposition, call-to-action and expression that positions it as a top competitor among high-net-worth brands and catalyzed an investment in website redesign.
- Transformed a lagging mobile app into a fully integrated, intuitive self-service experience.
- Leveraged primary research insights to create a referral marketing program that connected influential luxury home builders to Independent Agents, delivering qualified leads that increased agency DWP.
- Saved \$40k+ in annual print and product costs while launching a streamlined client experience.
- Championed media spend, creating and presenting a competitive audit to the President to demonstrate the value of programmatic media buys and securing buy-in for a digital campaign to target key segment.

#### **Director, Brand Identity and Creative Services**

**2013 – 2016**

Partnered with CEO and Senior Leadership team to define brand vision. Managed brand identity, developed marketing and content strategies and created professionally branded content. Led creative agency partnership. Led, developed and engaged a blended remote/on-site team to collaborate and achieve ambitious goals.

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## SPEAKING ENGAGEMENTS

**"Innovation"- All Women's  
Associate Resources Group**

**"Advertising connected with  
history" – National Archivist  
Convention**

**"In her shoes" – creating  
compelling and on-strategy  
content**

## LEADERSHIP

**Board Member: Academic  
Advisory, Ohio University**

## EDUCATION

**Bachelor of Science (BS),  
Fashion Merchandising  
Ohio University**

### Key accomplishments include:

- Delivered \$9.1M enterprise signage logo change at \$2M under budget and six months ahead of schedule.
- Developed Nationwide's first-ever branded spot, featuring Julia Roberts as the voice-over and a top film director, to create a three-minute video that unified all Nationwide brands and garnered overwhelming positive feedback.
- Led a brand strategy initiative to communicate employer brand, including analyzing benefits and surveying associates to shape strategy, and developing messaging still used today.
- Partnered with HR leadership to strategize Nationwide's application for Fortune's Top 100 Places to Work, garnering the company's first-ever recognition on the list in 2014 and subsequent recognition every year since.
- Launched new brand, Crestbrook, partnering with Landor to develop the logo, brand strategy, positioning, value proposition, attributes and differentiation that have helped drive the business' success.
- Initiated and implemented new media planning.

### Brand Identity Consultant

**2012 – 2013**

Transformed culture to integrate voice, graphics, and messaging into Environmental Branding and bridge the gap between Corporate Real Estate and Marketing.

### Key accomplishments include:

- Built relationships with architecture, interior design and engineering partners.
- Rose to lead key projects and shape experience for new builds and renovations with budgets of \$14M to \$100M+.

## L MEDIA ARTS

### Small Business Owner

**2006 – 2012**

Led production of creative assets for clients, including Nationwide. Leveraged contact list to build a network of talent and resources. Increased quality of output while reducing costs by introducing best practice methodologies and securing high-caliber talent.

### Agency Account Manager – Team Enterprise, M&M Marketing 2004 – 2006

Managed activation and execution of agency account campaigns for Lincoln Mercury, Chevy, Miller Light, Capital One and other national brands. Managed and reported metrics following activations.

### Wardrobe Stylist – Advertising Campaigns

**2003 – 2005**

Partnered with top directors, ad agencies, and globally recognized talent to style wardrobe in alignment with overall production vision. Clients included Corona Light, ESPN SportsCenter, Nike, Staples, Olive Garden and Las Vegas.