



JALAUNA GHOLAR, MBA

BRAND MARKETING

A dynamic marketing leader skilled in partnership strategy and athlete integration to enhance brand influence and engagement. Experienced in story-driven activations, creative production, and partner relationship management, with a focus on optimizing ROI and implementing innovative sponsorship initiatives in fast-paced settings.

EXPERIENCE

NIKE | NORTH AMERICA PARTNER MARKETING LEAD

September 2023 – Present

- Developed story-driven marketing strategies using athletes to boost brand engagement and visibility.
- Executed innovative activations and partner campaigns aligned with Nike's goals, enhancing consumer connections online and offline.
- Directed content creation, overseeing athlete photoshoots and coordinating with creative teams for impactful branded assets.
- Managed external agency relationships for effective campaign execution, including creative approvals.
- Conducted data-driven analysis of KPIs to refine strategies and maximize campaign impact.
- Mentored junior team members in storytelling, fostering collaboration in brand marketing and operational excellence.

NIKE | NORTH AMERICA DIGITAL MARKETING LEAD

May 2021 – September 2023

- Directed successful digital marketing campaigns with athletes, boosting engagement and brand awareness.
- Launched Women's 365 initiative, increasing new female buyers by 200% and generating a \$26M demand rise.
- Achieved 100% sell-through on launch day for digital-first athlete campaigns, setting new engagement records.
- Collaborated with athletes and partners for aligned objectives, using storytelling to connect with audiences.
- Analyzed campaign performance to track KPIs, refining strategies to enhance consumer engagement and sponsorship ROI.

NIKE | SR. MANAGER APP OPERATIONS

January 2021 - May 2021

NIKE | SR. PRODUCER DIRECT PLATFORMS

January 2021 - May 2021

COMCAST | ACCOUNT MANAGER

February 2017 - April 2017

AT&T | ASSISTANT STORE MANAGER

August 2012 - April 2017

DUNKXCHANGE | BRAND MARKETING MANAGER

May 2013 - August 2016

NIKE | STORE ASSOCIATE

September 2011 - February 2013

SEARS | DEPT. MANAGER

February 2008 - September 2012



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SKILLS

- Brand Marketing Strategy
- Partnership Development
- Campaign Planning & Execution
- Creative Production Oversight
- Cross-Functional Collaboration
- Agency & Vendor Relations
- Budget Management
- Performance Analysis & KPI Tracking

EDUCATION

UNIVERSITY OF DAYTON

2018 - 2020 | Master of Business
Administration

UNIVERSITY OF OREGON

2013 -2016 | B.S: Business & Economics

