

# JEAN CRISS

DIGITAL MEDIA STRATEGIST | AUTHOR | CONTENT CREATOR | INNOVATOR | DESIGNER

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**Visionary - Innovative-driven creative digital media strategist, entrepreneur, author, content creator with 25+ yrs. building award-winning business ventures in media services, marketing productions, business, fashion sectors, and more.**

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**Versatile Media-preneur:** Demonstrated success developing creative digital media content providing data-driven strategies, B2B/C/D ad campaigns, program management, experiential brand activations for leading companies in retail, fashion, hospitality, culinary, auto, luxe sectors.

**Product & Design Innovation:** Proven track record of crafting ground-breaking brands, patented apparel and tech products (CRISSCROSS, YouGO, Beaded Baubles, 123/MAP), establishing affiliate/licensing/distribution partnerships with leading e/retailers (WMarketplace, Amazon).

**Diverse Media & Creative Experience:** Combine extensive media/ad sales experience in corporate, agency, and publishing contexts with creative/content creation expertise to deliver holistic, customer-centric media and marketing solutions that maximize client ROI.

**Community Leadership:** Extensive experience in advocacy/thought leader on entrepreneurship, women's health, culinary/visual/performing arts promotion and managing media, program development, branding at leading community events (NYC Wine/Food & Discover Summit Arts).

## CORE COMPETENCIES

- Program/Project Management
- Content Creation & Development
- Strategic Leadership/Entrepreneurship
- Creative & Digital Strategy Execution
- New Business Development
- Start-Up Growth Strategy
- Performance Mgmt./Budgeting/P&Ls
- Regulatory product reviews (post-surgical)
- Performance Management Regulations
- RFP Development & Management
- IP (patents, trademarks, ISO compliance)
- Contract Negotiations Management
- Financial P&L Management
- B2B/B2C Advertising Campaigns
- Experiential Branding & Positioning
- Media Sponsorship Sales
- Media / Public Relations
- Integrated Marketing Campaigns
- Digital & Social Media Marketing
- Artificial Intelligence Certified Tools
- Event & Media Productions
- Product Development & Innovation
- Product Marketing & Management
- Speaker, Mentor, Coach/NGO Volunteer
- Market Research/Insight Measurement
- SEO Marketing/Content Creations
- Client Relationship Management
- Multi-Disciplinary Team Collaborations
- VR/AR Immersive Tech Member
- WBENC, WOSB, M/WBE, WOBC, NYWIFT

## KEY ACHIEVEMENTS

- Developed a creative digital media business (**Jean Criss Media**) from the ground up to a successful **award-winning agency** deliver brand activation, content creation, digital media, writing, productions, B2B/C/D ad services across industry sectors, strategy, biz consultation.
- Columnist/Writer/Blogger at various Business & Fashion Magazines. At **NYWIFT**, produce LIVE events.**CRISSCROSS Intimates Blog**. Thousands of published articles over past decade in biz, startup, lingerie pubs. Appeared on variety of Podcasts, Radio Shows, Radio Talk Blog Shows. Publisher of signature events eg, 100-10,000 persons/CXOs including **LotusSphere**, **LotusWorld**, **Lotus Forum**, **Lotus Week (IDG)**. **Publisher Lotus Alliance Products – Dummy Series**: books, videos, CD/DVDs, magazines (**PCWorld**) - newsletters.
- Founder/Innovator of utility and design patented post-surgical/active/adaptive intimate apparel line (**CRISSCROSS Intimates**); Founder/designer of jewelry line (**Beaded Baubles**) with Lilly Pulitzer as first retailer; co-founder of organic spirits brand (**Tattoo Tequila**) into **award-winning spirits** with retail partnerships nationwide; Founder/designer of patented **YouGOMobile universal mobile charger** and **Lotus 123/MAP factory automation app** for GM US plants (with **25K+ licenses sold** via HP minicomputers).
- Producer of leading **brands** (above) and **major culinary festivals** (SWFF, NYCWFF, SOBEWF) and **top celebrity chefs** (D.Burke, D.Henderiks, J.Kieffer). Conceptualized and produced a pioneering, week-long destination festival for the arts (**Discover Summit Arts**) that featured visual, performing, culinary, and healing artists. Program management included sponsorship sales, media/client relations, marketing, branding, ad campaigns and web/marketing content design and development – award-winning programs!
- Managed \$40M in **interactive & cable TV ad sales** for 80+ local cable affiliate networks at Comcast Spotlight, multi sales teams/ofcs NYDMA.

## PROFESSIONAL EXPERIENCE

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### Senior Project/Program Manager | Jean Criss Media, LLC - New York/New Jersey

2011 to Present

- Established and developed a creative media services/consulting business servicing diverse professionals and local businesses, with responsibility for all aspects of account management, client engagement, program management, business development, digital media strategy and solutions delivery. Media sponsorship sales, multichannel (digital, social, cable TV, radio, print, outdoor, online, web) marketing and ad campaigns, brand content/creative development, media and public relations, multimedia, and event productions.
- Executed high-impact integrated marketing campaigns to grow revenue for clients such as Dieci Salon and Spa, Ethos Spa, Girl from Ipanema, Reeves-Reed Arboretum, Nino Madia Furniture, JMK BMW, Rte 22 Auto Group, Susan G. Komen, others. **See noted examples.**

<https://jeancrissmedia.com/creativemedia> | <https://jeancrissmedia.com/innovations> | <https://jeancrissmedia.com/contentcreations> | <https://jeancrissmedia.com/blog>  
<https://jeancrissmedia.com/spas> | <https://jeancrissmedia.com/beautifye> | <https://jeancrissmedia.com/festivals-events> | <https://jeancrissmedia.com/hospitality>

- Client engagement projects: Susan G. Komen, Summit, NJ – Healthcare, PR Advocacy, Media – TV PSAs, Mktg, Sponsors 2007 – 2011

- o Ethos Spa, Skin & Laser Center, Summit, NJ – Marketing 2011 – 2013
  - o Girl from Ipanema Spa, Summit, NJ – TV, Banner Ads, Online Digital Marketing 2011 – 2011
  - o Summit Wine & Food Festival, Summit, NJ – Project/Program Management – media, event productions, marketing 2012 – 2014
  - o Discover Summit Arts Festival, Summit, NJ – Program Management – media, marketing, production, publicity, sponsors 2015
  - o City Challenge Race, Hoboken, NJ – Project Management, sponsors, marketing 2017 – 2018
  - o Sitara Collections, Stamford, CT – social media, online and digital marketing, e-commerce 2026 – 2018
- Author, published, and promoted a book trilogy centered on breast cancer, divorce, and entrepreneurship ([My Pain Woke Me Up](#); [BLISS](#), [Legal Injustice](#), and [LIVE Your Dreams](#), [FLUFFY](#)) to build brand awareness and articulate its value proposition. Thousands of articles published in Press.
  - Board member/Trustee at **Susan G. Komen, Exec Ranks, Historical Society of Summit.**
  - Speaker on TV Blog Talk Shows, National Podcasts, Women Entrepreneur Panels. Guest speaker - LIM college: Where biz meets fashion - Creative entrepreneur fashion panel; NYU Ctr. for Publishing & Print Media - Media engagements.
  - Blogger/Contributing Writer/Columnist for leading business and fashion organizations and publications. Elevated brand image with thought leadership and industry engagement on breast health and wellness technology and solutions including CRISSCROSS Intimates, Lingerie Briefs, Breast Briefs, NOU Magazine, The Lingerie Journal, Intimate Apparel Journal, Maker's Row, Women Owned Business Magazine, NYWIFT, CEO World, others.
  - Produced and drove sponsorship sales, media relations, marketing, branding, ad campaigns, web/marketing content for major culinary festivals including **SWFF, NYCWFF, SOBEWFF, Aspen Food and Wine Classic, Famous FOOD Fest, City Challenge Obstacle Race.** Facilitated cooking demos, wine and food tastings with leading celebrity/private chefs. Over 50 live video productions.
  - Conceptualized and produced the overall program, media, marketing, branding, sponsors, and community promotion for **Discover Summit Arts Festival**, a pioneering, week-long destination for the arts featuring visual, performing, culinary, and healing artists with 3000 attendees/50 sponsors.
  - Produced/co-produced 3 web TV series ([Taste for Design](#), [Java with Jean](#), and [Cursed](#)), with oversight of all sponsorship media sales, PR, marketing, network pitches, and product placement.
  - Founder [YouGO Mobile](#), a utility patented universal micro-sized mobile/pocket charger for people on the go, compatible with most USB/C devices.
  - Founder [CRISSCROSS Intimates](#), a fashion line to provide colorful, contemporary compression undergarments (wrap bras, luxe panties, accessories, leggings) for breast cancer survivors, adaptive fashion for people with disabilities, and active wear. Designed ground-breaking apparel (utility-patented post-surgical undergarments and the award-winning Nina Bra) establishing strong market presence and brand reputation, HOLLYWOOD recognition, rapid market growth, e-commerce channel launch 2017, affiliate and licensing partnerships.

### Local Ad Sales Manager – NYDMA/Eastern Division | Comcast Spotlight, Bloomfield & Princeton, NJ 2004 to 2011

- Drove \$40M in **interactive & cable TV ad sales** for **80+ local cable affiliate networks**. Devised and implemented targeted business development and client engagement strategies to maximize multimedia ad sales across northern and western NJ.
- Cultivated robust relationships with clients and agencies, including Giovatto, Magna, JS Blade, Zimmerman, SPA Advertising, BMW, DCH National, Rte 22 Auto Group, Atlantic Healthcare, Summit Health, 6th Ave Electronics, Kean University, Eastwick Colleges, Meadowlands Chamber.

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## ADDITIONAL EXPERIENCE

**Founder, CEO & Designer • Beaded Baubles, LLC, New Providence, NJ**

**Director of Business Development • Jack Morton Worldwide, New York, NY**

**VP of Northeast Sales & Associate Publisher • Ziff Davis, Inc., New York, NY | Medford, MA**

**Account Director – Channel Sales Group • CMP Digital Media, Waltham, MA**

**Regional Ad Sales Manager • Cahners Publishing Company (now Reed Business), Newton, MA**

**VP of Sales & Publisher • Lotus Publishing Corp. (now International Data Group), Cambridge, MA**

**National Accounts Sales Manager • Lotus Development Corp. (now IBM), Cambridge, MA | Southfield, MI**

**Commercial Sales Rep • Hewlett-Packard (now Digital), Novi, MI**

**Sales Trainer • Wang Labs, Southfield, MI**

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## EDUCATION & CERTIFICATIONS

**Columbia University – Dept of Breast Physicians & Surgeons (40 credits YTD)**

**Executive Leadership Board – (20 credits YTD) & Anita Breast Care Management (16 credits YTD)**

**Bachelor of Science (BS), Communications & Business Administration • Walsh College, Troy, MI**

**Associate of Science (AS), Computer Science • Macomb Community College, Warren, MI**

2022 – WBENC Women Business Enterprise National Certification

2022 – WOSB Women Owned Small Business Certification

2022 – M/WBE Minority Women Business Enterprise

2022 – UCDOC – Local, State, Federal State Small Business Certifications

2022 – Hootsuite Platform Certificate

2015 – 2019 Columbia University Department of Breast Physicians & Surgeons – over 40 credits Medical Education Certifications

2018 -- Anita Breast Care Management – Certified Bra Fitter

2018 – Hootsuite Professional & Social Media Marketing Certificates

2017 – American Board of Accredited Certifications ABAC ISO x4 CRISSCROSS Intimates Brand Certifications

2011 – 2016 Executive Ranks Board Education Leadership Certifications – over 20 credits earned to-date

2010 - SGK Susan G. Komen Speaker Certifications

2009 – VGM Group Essentially Women Breast Cancer Certifications

## HONORS/AWARDS

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2023 - Health2.0 Leadership Award - Crisscross Intimates  
2023 - Corporate Vision - Creative Media Innovator Awards  
2022 - Media Innovation Award - Best LUX & Hospitality Ad Services NYC Award  
2023 - Spring Writers Book Fair Nominee Awards for LIVE Your Dreams  
2022 - LUX Lifestyle Awards Magazine: Style & Apparel Awards for Crisscross Intimates  
2022 - Media Innovator Award: Best Luxury & Hospitality Advertising Services Co. NY  
2022 - WBENC, WOSB, M/WBE Certifications  
2022 - Hootsuite Digital Platform Certification  
2021 - Digital Media Champion awarded by Digital Ad Briefs  
2021/2022 - LJIFFF Fashion/Film Award Participant  
2020 - WOBC Woman of the Year Award  
2018 - WeWork Creators Innovation Award Nominee  
2017 - ISO x4 CRISSCROSS Intimates Brand Awards  
2014 - Woman Owned Business Member of the Year  
2010 - ASPS Society of Plastic Surgeons Patients of Courage Award  
2008-2009 - FUZE Beverages Hero of Hope Award  
2007-2011 - SGK Susan G. Komen various Leadership & Volunteer Awards  
2005-2010 - Comcast Spotlight Leadership/Sales Management Team Awards  
1989-1992 - Lotus Development (IBM) Achiever's Club/Presidents Awards  
1985 - HP Rookie of the Year Award (top national multi-million dollar sales)

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## BOARD & PROFESSIONAL AFFILIATIONS

**Current Memberships:** MIA, NY/UC-UDC, VRARA, WBENC, WOSB, M/WBE, NYWIFT, WE Women Enterprise USPTO Group, Council of Fashion Designers of America (CFDA), Society of Physician Entrepreneurs (SoPE) – NY Chapter, Inventors Association of Manhattan, Fashion Business Institute (FBI) – LA, • Women-Owned Business Club (WOBC), Women2Women, Women Owned Business Enterprise, Network Business Association NJ, NJ Leadership Exchange, others.

**Former Memberships:**

Designer/Member (2015 - 2020) • The UnderFashionClub – NYC  
Founding Member (2013 to 2019) • 6Figures & MasterMinds - NYC  
Member (2012 to 2019) • Believe, Inspire & Grow (B.I.G)  
Platinum Member & NJ Leader (2011 to 2016) • Ladies Who Launch  
PR Board Chair/Member (2012 to 2014) • Fortnightly Club of Summit  
Board of Trustees (2008 to 2011) and Member (2007 to 2019) Susan G.Komen: North & Central Jersey Affiliates (SGK)  
Member/Panel Speaker (2013-2016) Women's Leadership Exchange (WLE/LEXCI)

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## PATENTS

US 13/952,124 (Post-Surgical Undergarments)  
US 29/444,783 (Hospital Gowns)  
US 29/443,448 (Medical Scrubs)  
US 15/191,276 (Universal Mobile Devices)

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