

JEAN CRISS

CREATIVE & DIGITAL MEDIA STRATEGIST | AUTHOR & CONTENT CREATOR | INNOVATOR

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Visionary, innovation-driven creative/digital media strategist, entrepreneur, and author/content creator with 15+ years experience building and growing award-winning business ventures in media services, business consultancy, fashion sectors.

Versatile Media-preneur: Demonstrated success in developing creative digital media content providing data-driven strategies, B2B/C 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, BeadedBaubles, 123/MAP), establishing robust licensing/distribution partnerships with leading e/retailers (Zappos, Amazon, other).

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
- Intellectual Property (patents, trademarks, ISO compliance)
- Financial P&L Management
- B2B/B2C Advertising Campaigns
- Experiential Branding & Positioning
- Media Sponsorship Sales
- Media & Public Relations
- Integrated Marketing Campaigns
- Digital & Social Media Marketing
- Contract Negotiations Management
- Event & Video Productions
- Product Development & Innovation
- Product Marketing & Management
- Speaker, Mentor, Coach/NGO Volunteer
- Market Research/Insight Measurement
- SEO Marketing/Content Creations
- Integrated Marketing Campaigns
- Client Relationship Management
- Multi-Disciplinary Team Collaborations
- WOSB, WBE, M/WBE, WOBC, NYWIFT

KEY ACHIEVEMENTS

- Developed a creative digital media business (**Jean Criss Media**) from the ground up to a successful **award-winning organization** delivering services in branding, digital media strategy, and multichannel B2B/B2C advertising for various industry sectors (healthcare, auto, retail...)
- Managed territory sales and drove \$40M in **interactive & cable TV ad sales** for 80+ local cable affiliate networks while at Comcast Spotlight.
- 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!
- Columnist/Writer/Blogger. **NYWIFT** – live events, publisher of signature events (100-10,000 persons/CXOs) **LotusSphere, LotusWorld, Lotus Forum, Lotus Week (IDG), Lotus Alliance Products** – Dummy books, videos, CD/DVDs, magazines (**PCWorld**) - newsletters.

PROFESSIONAL EXPERIENCE

Senior Project/Program Manager | Jean Criss Media, LLC, NJ & NYC

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 examples below.**

<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
- Ethos Spa, Skin & Laser Center, Summit, NJ – Marketing 2011 – 2013
- Girl from Ipanema Spa, Summit, NJ – TV, Banner Ads, Online Digital Marketing 2011 – 2011
- Summit Wine & Food Festival, Summit, NJ – Project/Program Management – media, event productions, marketing 2012 – 2014
- Discover Summit Arts Festival, Summit, NJ – Program Management – media, marketing, production, publicity, sponsors 2015

- City Challenge Race, Hoboken, NJ – Project Management, sponsors, marketing 2017 – 2018
- 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 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.

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

EDUCATION & CERTIFICATIONS

- Bachelor of Science (BS) in Communications & Business Administration** • Walsh College, Troy, MI
- Associate of Science (AS) in Computer Science** • Macomb Community College, Warren, MI

- **Medical Education Certifications** • Columbia University College of Physicians & Surgeons
- **Board Education Leadership Certifications** • ExecRanks
- **Certified Bra Fitter** • Anita Breast Care Management
- **Essentially Women Breast Cancer Certification** • VGM Group
- **ISO International Accredited Certifications (x4)** • American Board of Accredited Certifications
- **Susan G. Komen – Speaker Certification**

PATENTS

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

BOARD & PROFESSIONAL AFFILIATIONS

- **Member (2019 to Present)** • Council of Fashion Designers of America (CFDA)
- **Member (2018 to Present)** • Society of Physician Entrepreneurs (SoPE) – NY Chapter
- **Member (2015 to Present)** • Inventors Association of Manhattan
- **Designer/Member (2015 to 2020)** • The UnderFashionClub - NYC
- **Designer/Member (2015 to Present)** • Fashion Business Institute (FBI) - LA
- **Member (2014 to Present)** • Women-Owned Business Club (WOBC)
- **Founding Member (2013 to 2019)** • 6Figures/MasterMinds - NYC
- **Member (2012 to 2019)** • Believe, Inspire & Grow (B.I.G)

- [Member \(2012 to Present\)](#) • NY Women in Film & Television (NYWIFT)
- [Platinum Member & NJ Leader \(2011 to 2016\)](#) • Ladies Who Launch
- [PR Board Chair/Member \(2012 to 2014\)](#) • Fortnightly Club of Summit
- [Member \(2011 to Present\)](#) • Women2Women
- [Board of Trustees \(2008 to 2011\) | Member \(2007 to 2019\)](#) • Susan G. Komen: North & Central Jersey Affiliates (SGK)
- [Member & Panel Speaker \(2013 to 2016\)](#) • Women's Leadership Exchange (WLE/LEXCI)

HONORS & AWARDS

- [Digital Champion Award • Digital Ad Brief \(2021\)](#)
- [LaJolla Int'l Fashion Film Award Honored Guest • LJIFFF \(2021-2022\)](#)
- [Creator Award Honored Nominee • WeWork \(2017\)](#)
- [Women Owned Business Member of the Year • WOBC \(2014\)](#)
- [Leadership, Management Sales Awards • Comcast Spotlight \(2005-2010\)](#)
- [Patients of Courage Award • ASPS Society of Plastic Surgeons \(2010\)](#)
- [Hero of Hope Award • FUZE Beverages \(2008 - 2009\)](#)

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