

Jessica Nicole Johnson, MBA

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Creative ecosystem and agency operations leader with a proven record serving as the strategic owner of Intel's global localization and creative ecosystem. Skilled in agency management, creative operations, production governance and workflow modernization. Track record of managing multi-million-dollar budgets, standardizing intake and approval workflows and optimizing agency partnerships across 12+ markets for B2C and B2B audiences. A systems thinker who partners across stakeholders and presents confidently to executive leadership to build a center of excellence where best-in-class creative work happens efficiently, consistently and at scale.

CORE COMPETENCIES

Creative Ecosystem & Agency Management | Creative Operations & Production Governance | Global Localization & Transcreation Program Management | Multi-Million-Dollar Budget Ownership | Workflow Design & Process Modernization | Cross-Functional Partnership | Executive Stakeholder Engagement & Governance | Cross-Cultural Team Leadership

PROFESSIONAL EXPERIENCE

Intel Corporation – Folsom, CA (Contract via Team People)

Creative Agency & Workflow Operations Lead | September 2025 – Present

- Manage day-to-day operations across a portfolio of 7 creative and localization agencies, driving operational efficiency and interagency coordination to keep production on schedule and support on-time go-to-market delivery.
- Own agency relationships across all partners, clarifying roles, escalation paths and decision rights to speed up creative and localization production.
- Partner with AI Enablement team to pilot an AI-powered content automation platform, identifying opportunities to scale automation across content and localization workflows.
- Continue to own global localization scope, ensuring campaigns are adapted for local markets while preserving brand identity and messaging consistency.

Intel Corporation – Folsom, CA

Head of Global Creative & Localization | 2023 – July 2025

- Directed Intel's Global Creative, Localization & Asset Management team as the accountable business owner for a \$5M production and transcreation budget, standardizing intake, briefing and approval workflows that delivered 30% cost savings while elevating quality.
- Owned Intel's global transcreation agency relationship end-to-end, managing SOWs, contracts, staffing and scope in partnership with procurement and finance. Recognized as a model partnership with a 93% mutual satisfaction rating.
- Led creative strategy and transcreation across 12+ global markets, architecting governance standards and repeatable production processes that preserved brand consistency and audience relevance for B2C and B2B campaigns.

- Championed executive-level reporting and presentations, securing leadership alignment on operational models, budget allocations and creative governance.
- Introduced quarterly global creative summits, driving process innovation, brand consistency and cross-functional collaboration across 5 regional hubs.

Global Execution Manager / Coordinator | 2016 – 2023

- Oversaw end-to-end global campaign localization across 24 markets, including the Intel Evo launch with Jamie Foxx, achieving 52% brand recognition uplift and 90% global asset utilization.
- Managed global scale of Intel's commercial campaigns, including the first 'Line of Business' pilot, partnering across creative, media and business stakeholders; the campaign motions drove double digit recognition and preference lift for Intel's business client platform, vPro.
- Strengthened global agency relationships and performance oversight, achieving the highest quarter-over-quarter rating improvement in stakeholder history.
- Recipient of Sales and Marketing Performance recognition for outstanding impact in Q3 2022 and Q1 2025

AECOM – Perth, Australia

Senior Marketing Advisor | 2012 – 2015

- Drove 25% growth in new business by executing a targeted marketing strategy for the Property & Urban Development market.
- Launched a client-centric Key Account Management program, contributing to a 10% revenue increase and long-term cultural shift
- Designed and facilitated high-impact client engagement workshops and coaching sessions, enhancing relationship management, boosting bid win rates and improving proposal quality.

Le Petit Château – Roseville, CA

Retail Marketing Coordinator | 2008 – 2010

- Managed full spectrum consumer marketing and lead generation campaigns, exceeding goals by 20% and improving client retention.

AWARDS & RECOGNITION

- Cannes Lions Gold & Silver (2023) – “Certified Human” Campaign
- Intel Sales & Marketing Performance Awards – Q3 2022, Q1 2025
- Intel Quarterly Performance + Distinction awarded to one individual a quarter

EDUCATION

- MBA – University of Queensland, Australia
- BS – San Diego State University, Business Administration, Marketing