

JAY LEGASPI

(201) 638-0783 ▪ 2700 Q St. NW, Apt 233 ▪ Washington, DC 20007 ▪ jay.legaspi@gmail.com ▪ @jaylegaspi

EDUCATION

GEORGETOWN UNIVERSITY, McDonough School of Business Master of Business Administration

Washington, DC
May 2014

- Georgetown Institute for Consumer Research Fellow
- Graduate Assistant – Brand Strategy and Management; Marketing for Consumer Packaged Goods
- Pending Paper: “All Social Media Sites are Not Created Equal”, Customer Insights Conference, Yale University

CORNELL UNIVERSITY, College of Arts & Sciences Bachelor of Arts, Asian Studies & Government Double Concentration

Ithaca, NY
May 2004

Magna Cum Laude, Cornell Presidential Research Scholar

- Published Thesis: “Globalization and Localization of American Urban Culture on Popular Japanese Society”
-

EXPERIENCE

3 GREEN MOMS, LLC

MBA Digital Marketing Consultant

Potomac, MD
May 2013 – Present

Creators and distributors of award winning reusable lunch bag brand LunchSkins™

- Developed social media strategies including monthly giveaways on Facebook and Twitter to drive sales traffic
- Tracked performance of digital media campaigns to ensure efficacy of social media presence
- Spearheaded market research survey used to identify new product opportunities and new market segments
- Managed cross-functional team of Creative, Sales, and Marketing to create product catalog and new marketing materials
- Directed two video ads for use in digital campaigns and visual media at tradeshow
- Created and maintained a daily integrated marketing calendar which coordinated all outward facing communications
- Curated both text and image content to be used in the company’s digital presence

THE NPD GROUP, INC.

Account Manager/TV Category Specialist, Consumer Electronics Group

Port Washington, NY
August 2010 – June 2012

Multi-national market research company. Personal account load included 10 large consumer electronics brands.

- Integrated NPD services into client’s decision process, resulting in increased distribution at Costco and Amazon.com
- Served as TV Category Specialist providing expert insight into television market for the entire company and clientele
- Advised in development of Sales Forecasting service for company’s new Advanced Analytics branch, using television expertise to create a cost-effective deliverable to be used by TV manufacturers and a new revenue stream for the company
- Managed accounts for several high-end headphone manufacturers and provided POS and survey based analyses and executive facing presentations onsite and via teleconference
- Published monthly *TV Market Pulse Report* distributed company wide and to all clients
- Optimized *Consumer Electronics Trends Report*, an integral resource used department wide for client presentations

SONY MUSIC ENTERTAINMENT

Analyst, Sales and Market Research Division

New York, NY
February 2006 – August 2010

Business Analytics arm of Sony Music servicing all labels within the \$1.3B music distribution company.

- Published *Sony MarketWatch*, a bi-weekly newsletter highlighting sales forecasts, music trends, and artist news. Optimized formatting for easy read on smartphones for Executive team
 - Innovated new methodology in forecasting weekly album sales by incorporating sales reports generated by Nielsen SoundScan, significantly cutting level of effort for projecting sales at the mid-week
 - Improved *Long Term Forecast* report, highlighting 12-week sales trends for top-selling albums (80+ titles/week); Added additional insight creating separate physical sales forecast for use in inventory planning by Sales Team
 - Developed sales reports on top-selling debut albums that became weekly go-to reports for the Executive sales team and label heads
 - Created Media Appearances database collecting artist appearances on TV for use in marketing and ROI analysis
-

DISTINCTIONS

- Tech/Design:** Wordpress, Adobe Creative Suite, Web Design (CSS, HTML), SPSS, VBA, Google AdWords (Pending)
- Music:** 2 self-produced studio releases available on iTunes and Spotify, www.jaylegaspi.com
- Languages:** Filipino (fluent), Japanese (intermediate), Spanish (intermediate), Chinese (basic)
- Community:** Founder, Sensitive Guys with Guitars, a philanthropic music collective that performs for charity