

gundars jegers

creative strategy
digital marketing
ux testing & design

Proven business and agency leader driving record growth through data-driven initiatives across all channels to translate customer needs into effective customer experiences.

Highly regarded for ability to build, mentor, and lead cost-saving teams of digital creative and UX experts. Trusted as innovative 'go-to' resource for high-visibility strategies, brand/product launches, and data-driven insights to ensure timely, relative, and targeted User Experiences (UX).

**Brand & Creative Strategy | Interactive Design Strategy | Integrated Marketing | Email
Mobile | Search (SEO/SEM) | Social Media | Display | Affiliate | OOH | Behavioral Insights
Voice of the Customer (VOC) | Qualitative & Quantitative Research & Testing | Heatmaps
Analytics | Machine Learning (AI) | Personalization | DMP | DAM | CMS**

professional experience:

Discover Financial Services, Riverwoods, IL

2011-present

Principal Channel Specialist, Acquisition Marketing

2018 - present

Optimizing the acquisition marketing site User Experience (UX) through design, content, performance, and search (SEO/SEM) improvements for Student, Secured, Miles, and Business card products. Leverage qualitative moderated and unmoderated usability testing, focus groups, surveys, customer listening, site metrics, quantitative tests (A/B/n, MVT, auto-allocate, automated personalization), heatmaps, form analytics, and Voice of the Customer (VOC) tools to build consensus and fuel data-driven decisions.

- **Driving record double-digit YOY growth**, exceeding industry benchmarks for win rates with tests regularly providing up to 10% account lifts
- **Delivered tens of thousands incremental accounts** through an iterative navigation redesign strategy including tree testing, heatmaps, analytics, usability testing, continuous A/B/n tests, and DMP segmentation
- **Improved keyword page ranking, achieving over \$1MM savings in cost-per-click (CPC)** through landing page content and code performance improvements
- **Spearheaded strategy for first enterprise-wide implementation of machine learning (AI) testing**, coordinating with all business lines, COE teams and vendors, obtaining compliance approval, and outlining governance processes

Manager, Acquisition Marketing

2012-2017

Established the acquisition marketing conversion rate optimization (CRO) team, locally and remotely, improving user experience (UX) through department-wide testing and Agile card application improvements - deriving insights from heatmaps, analytics, customer service agents, customer listening, and Voice of the Customer (VOC) sources.

- **Generated multi-million-dollar savings, tens of thousands of accounts annually, and account lifts - up to 51%** - leading a team of testing subject matter experts (SME), and cross-functional teams
- **Redesigned industry-leading booking experiences produced over 100,000 incremental accounts,** decreased application completion times, reduced code complexity and technical errors, and minimized customer friction
- **Championed six product launches** for Discover's flagship *it* card, Secured card, Miles card, Business card, *Freeze it*, and Discover's *Free Credit Scorecard* for prospects
- **Improved risk mitigation efficiency by 40+ hours per month** automating regulatory audits, raised accuracy, reduced operational risk events, and increased review frequency for more timely error reporting
- **Implemented department-wide education** on creative strategy, brand value, behavioral insights, and UX best practices through weekly presentations and facilitating access to learning resources / conferences
- **Guided department's web request Continuous Improvement group,** devising 20+ concurrent CI initiatives to further educate business partners and mitigate risks

Manager, Digital Design, Corporate Branding and Creative Services

2011 - 2012

Recruited to build the Digital team and instill confidence across internal business partners, earning a reputation as a reliable and trusted partner with strategy, design, and implementation expertise to generate double- and triple-digit lift for key campaigns. Instituted a full-service, fast-paced in-house digital agency by assessing organizational needs, team strengths, and aligning resources. Drove dozens of multi-channel initiatives and product launches from strategic planning to execution.

- **Captured \$3MM+ cost savings annually** through development of internal capabilities including display, web, outdoor, social media, email, search, and video
- **Developed and facilitated a comprehensive digital training program for 30+ agency team members,** fueling a 30% expansion in digital project volume

Siren Interactive, Oak Park, IL

2009 - 2010

Creative Director

Drove brand direction and creative vision—through digital channels—specializing in relationship marketing and Voice of the Patient solutions for rare disorder therapies; a direct report to the President and playing a vital role in agency's financial success. Oversaw creative marketing plan, online intelligence, testing and analytics, customer segmentation, content strategy, SEM, CRM, IA, wireframes, interactive design, development, back-end integration, and regulatory compliance.

- **Shaped annual marketing strategy for 15+ sites and social media properties,** defining search, event marketing, and patient relations initiatives for industry-leading clients

- **Doubled Creative team from 5 to 10** through transformational leadership and vision to convert into a high-performing team of content strategists, UX designers, and front-end programmers
- **Drove a 900% increase in therapeutic kit orders for key client**, through digital market positioning, online strategy, UX, and multi-channel integration
- **Built first-of-kind database-driven mobile interface for key client**, an interactive dose finder, helping doctors and patients precisely target ideal dosing matches for their individual needs

JWT Inside, Chicago, IL

2007-2009

Creative Director

Re-engineered the Creative team to combine digital with offline into an Integrated Marketing group, transforming workflow, relationships, and project dynamics. Managed 3 national offices, drove creative strategy, staff of 6 (ACDs, ADs, designers, developers, copywriters, IAs), and P&L for Chicago, Detroit, and Cleveland markets.

- **Led growth on a national level** based on project management, creative direction, branding expertise and through UX analysis and adaptation
- **Adapted to needs during economic downturn**, managing projects and client engagements in multiple additional national offices

The Design Office (TDO)

1998-2006

Creative Director, Senior Designer and Developer/Team Lead

Championed integrated marketing and branding solutions from creative concept to final production for a diverse mix of national and international clients in such industries as pharmaceutical, insurance, aviation, financial, and high-end luxury consumer products.

- **Developed buyer's guide generating \$1.3MM in 9 months**; produced campaign realizing \$125M in pre-launch sales
- **Acquired and refined expertise** in areas of web design and development, IA, testing and analytics, SEO, and PPC

education:

Bachelor of Fine Arts (BFA)

Pratt Institute, Brooklyn, NY

Major in Communication Arts and Graphic Design

awards:

Discover President's Award • Discover Bravo Award (38) • Discover Hackathon Marcom Awards (5) • MM&M Award Finalist • WebAwards (7) • RxClub Awards (3) Astrid Award • Creative Excellent Awards (7) • iNova Award

specialized skills:

Adobe Creative Cloud, Adobe Marketing Cloud, ClickTale, Tealeaf, BazaarVoice, OpinionLab, Rally, Jira, Microsoft 365 • Training: Adobe Target, Adobe Experience Manager (AEM), Discover Lean Change Agent Training • Fluency: English/Latvian

clients have included:

Abbott
Aetna
American Express
American Hospital Association
AstraZeneca
Baxter Healthcare Corporation
Boehringer-Ingelheim
Columbia House
CDW
Davis & Gilbert Law Partners
Detroit Medical Center
Elkhart General
ENDO Pharmaceuticals
ENH/NorthShore
EPI-Q, Inc.
Expedia
FedEx
Fifth Third Bank
Fundtech Investments
General Motors
Global Pharma Strategies
Gulfstream
Honeywell: Prestone, FRAM,
Autolite, Holts Auto
JetCare
Lundbeck Inc.
Movado Group, Inc.
NORD (National Organization for Rare
Disorders)
NetJets
Nissan USA
Oakwood Healthcare System
PrivatAir
Reader's Digest
Reckitt Benckiser
Resurrection Health System
Stora Enso Paper Company
University of Michigan Health System
Volkswagen Group of America
Webster Bank