

JON FLIS

DIRECTOR OF 'AWESOME'



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Summary

Energetic, award-winning creative leader with 22 years of experience crafting attention-grabbing, action-driving content. Ten years in strategic leadership with an in-house agency environment, consistently fueling customer growth and driving innovation.

ACCOMPLISHMENTS

787%

MOM streaming app downloads

75%

Grew email database over 2 years

42%

Morning news broadcast share over three years

90%

Improved specific workflow efficiency using AI

Skills

- Creative and Brand Strategy
- Project Management
- Content Development
- Cross-Functional Team Leadership
- Adobe Creative Suite
- Multimedia production

Experience

Director of Marketing, Brand
13 ON YOUR SIDE (WZZM) - Grand Rapids, MI
2017 - 2025

- Recruited and lead award-winning team responsible for creative design, community engagement, activations, and content marketing.
- Elevated morning news broadcast audience share 42% over three years driving sustained growth and increased video plays 188% YOY, ranking Top Third of markets for minutes watched per month.
- Created TV commercials, animated explainers, social content, digital ads, billboard, print, product design, event spaces, and internal office spaces.
- Managed lifecycles for hundreds of projects a year through scripting, lighting, shooting, editing, graphic design, and motion graphics.
- Developed emerging marketing talent, directly supporting the career advancement of three future marketing directors.

Creative Director

13 ON YOUR SIDE (WZZM) - Grand Rapids, MI

2016 - 2017

- Defined and executed creative vision, ensuring brand consistency on all channels.
- Led with player-coach mindset, guiding and creating marketing content.
- Developed and executed a social content strategy, creating videos and visual elements to bring it to life.
- Developed impactful B2B presentations to support internal client strategies.
- Redesigned quarterly staff meetings to maximize engagement and productivity, reducing duration while increasing team motivation.
- Collaborated at Innovation Summits with a focus on reimagining local TV news, piloting ideas, and sharing best practices.

Senior Content Marketing Producer

FOX 17 (WXMI) - Grand Rapids, MI

2011 - 2016

- Created successful campaigns for five product launches.
- Led creative execution of two comprehensive station-wide brand refreshes, aligning with evolving consumer preferences and station offerings and enhancing market relevance and appeal.
- Designed, implemented, and executed memorable, effective, award-winning multichannel advertisements growing audience share KPIs.
- Named Tribune Broadcasting Employee of the Year

Awards

- 17 Regional Emmy awards
- 5 Gold and 3 Silver PromaxLocal (GEMA) awards
- 9 Michigan Association of Broadcaster Awards.
- Led Creative Team to 13 Regional Emmy and PromaxLocal (GEMA) awards and numerous Michigan Association of Broadcaster Awards.

Education

Bachelor of Science Degree in Film / Video Production, Grand Valley State University (2002)

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AWESOME

PORTFOLIO

www.jonflis.com