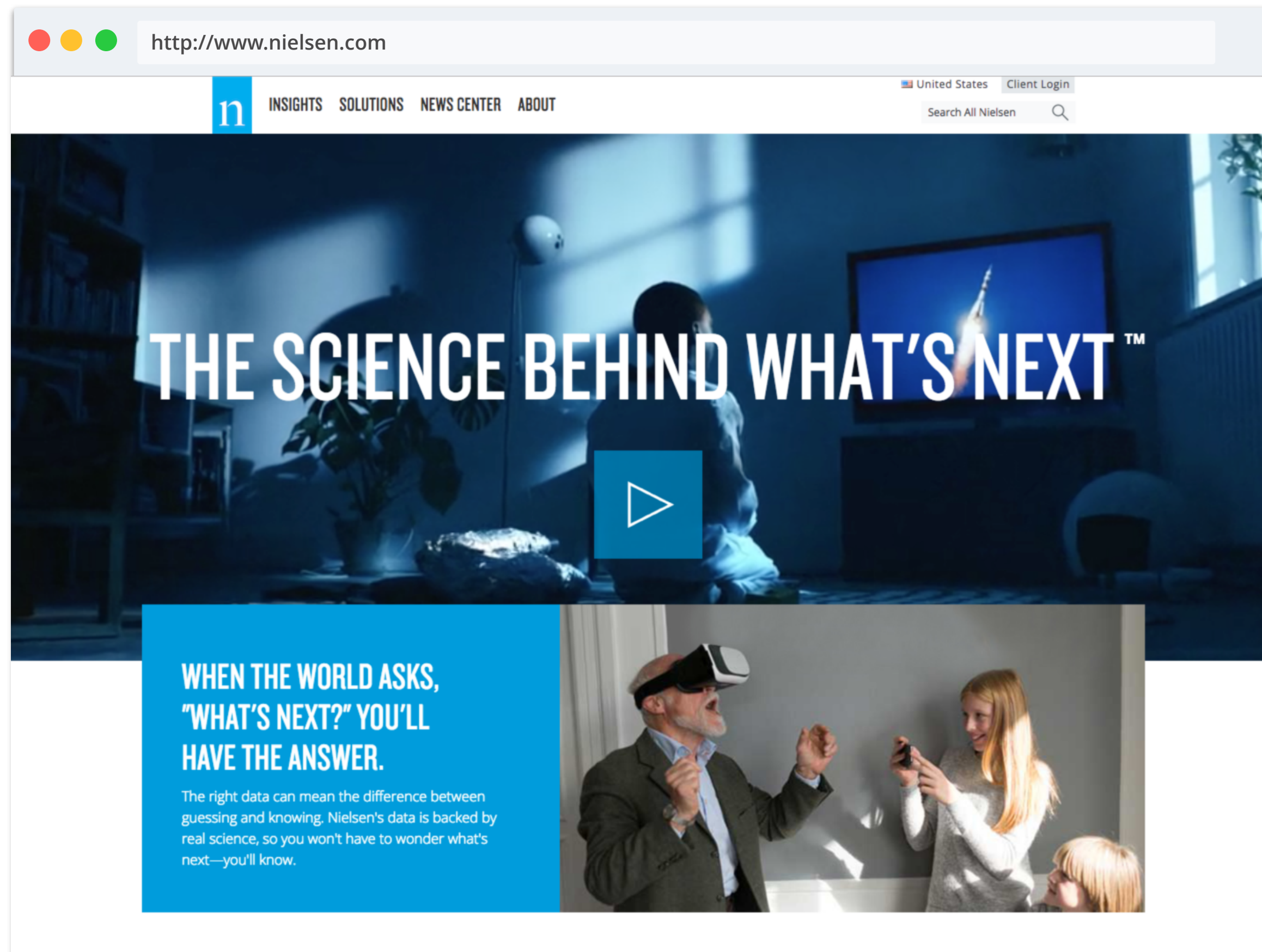


Digital Creative & Strategy

Jeff Behrens

jmbehrens@gmail.com

nielsen.com

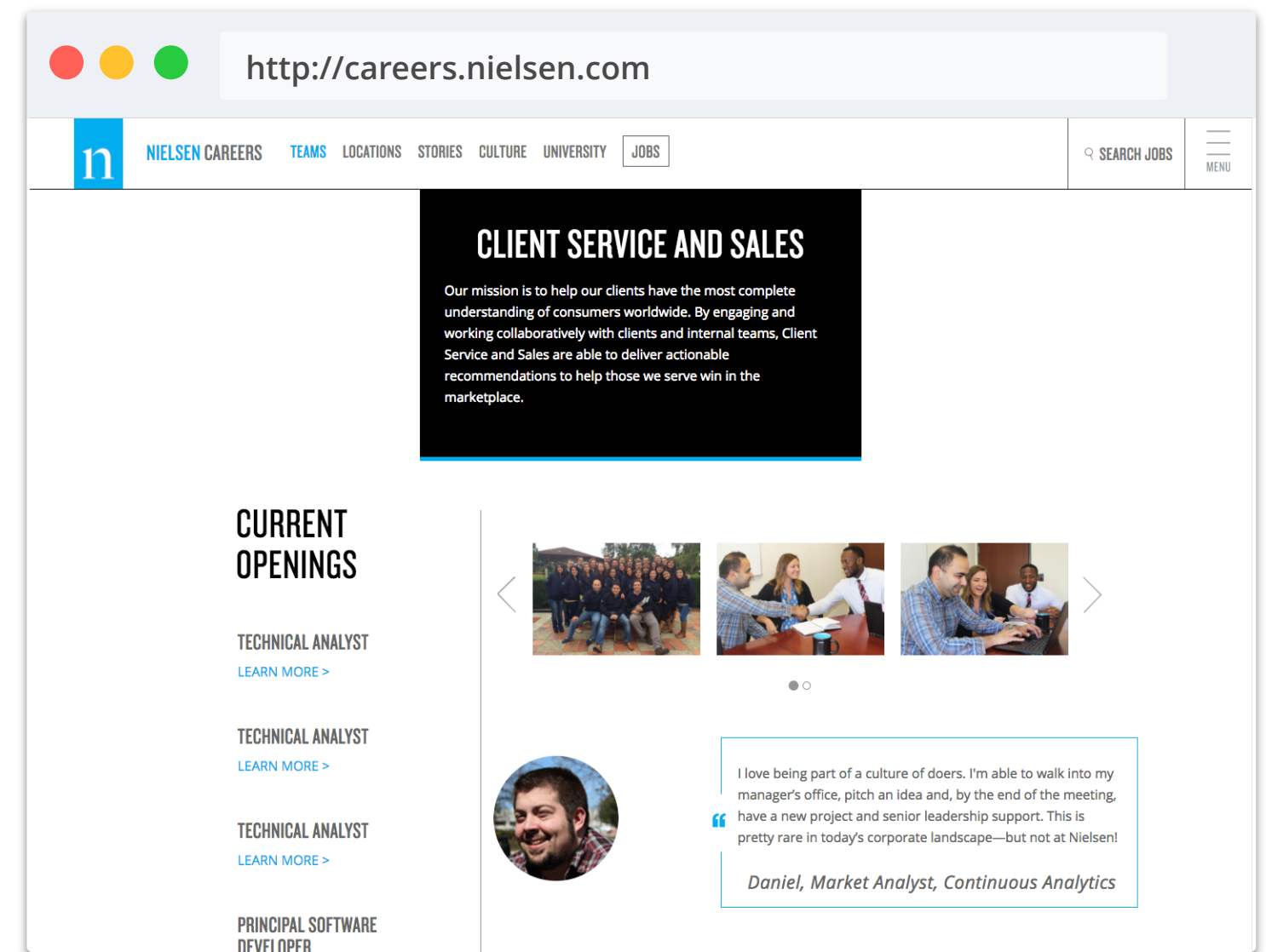
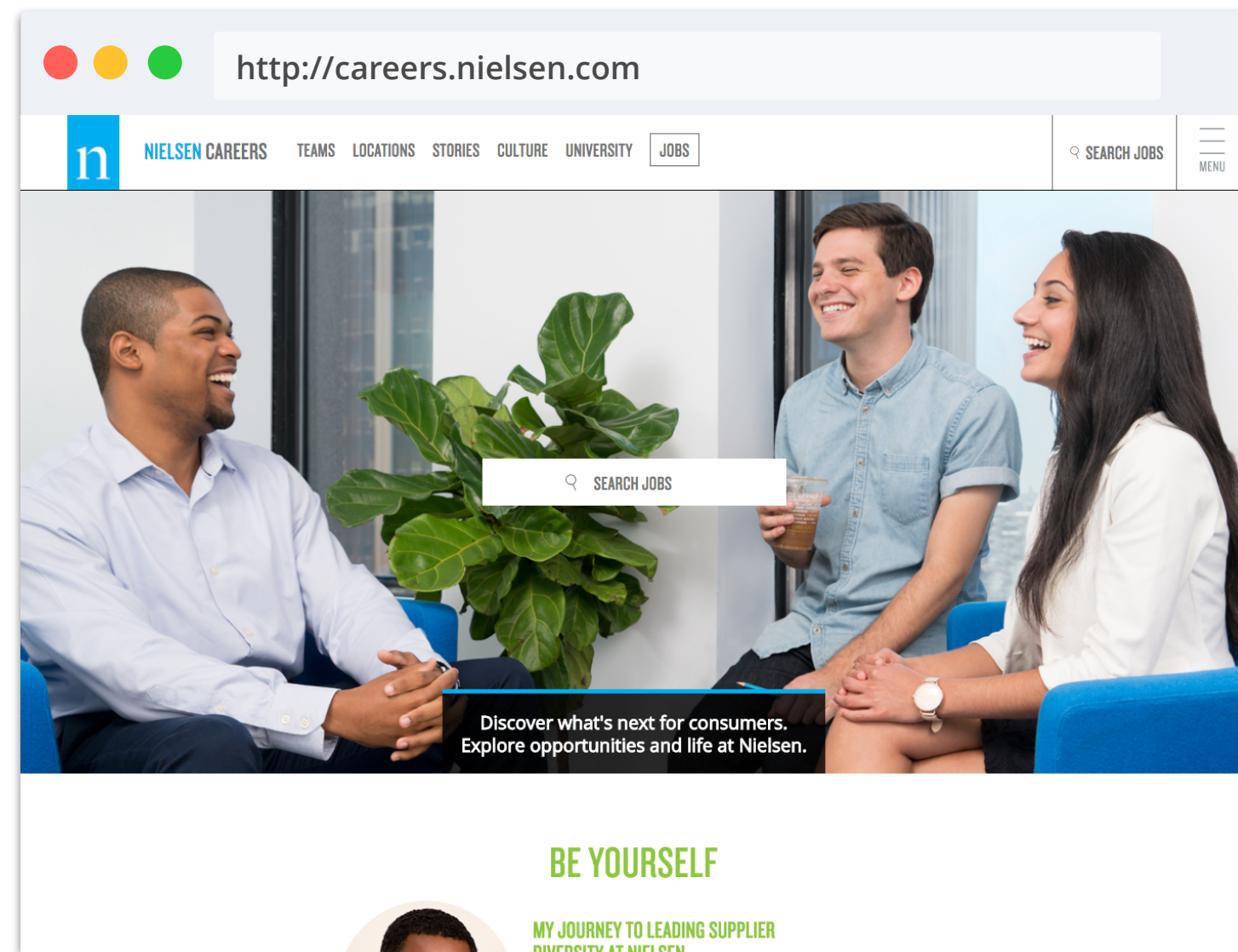


As VP of Digital Marketing and Creative Technology at Nielsen, I led content strategy, user experience and platforms for the company's core digital marketing property, nielsen.com, a collection of more than 100 regional- and market-level websites.

URL: nielsen.com

MY ROLE: Product management/ Agile product ownership, creative direction, content strategy, UX/UI design, team leadership, analytics reporting/optimization, front-end code

Nielsen Careers

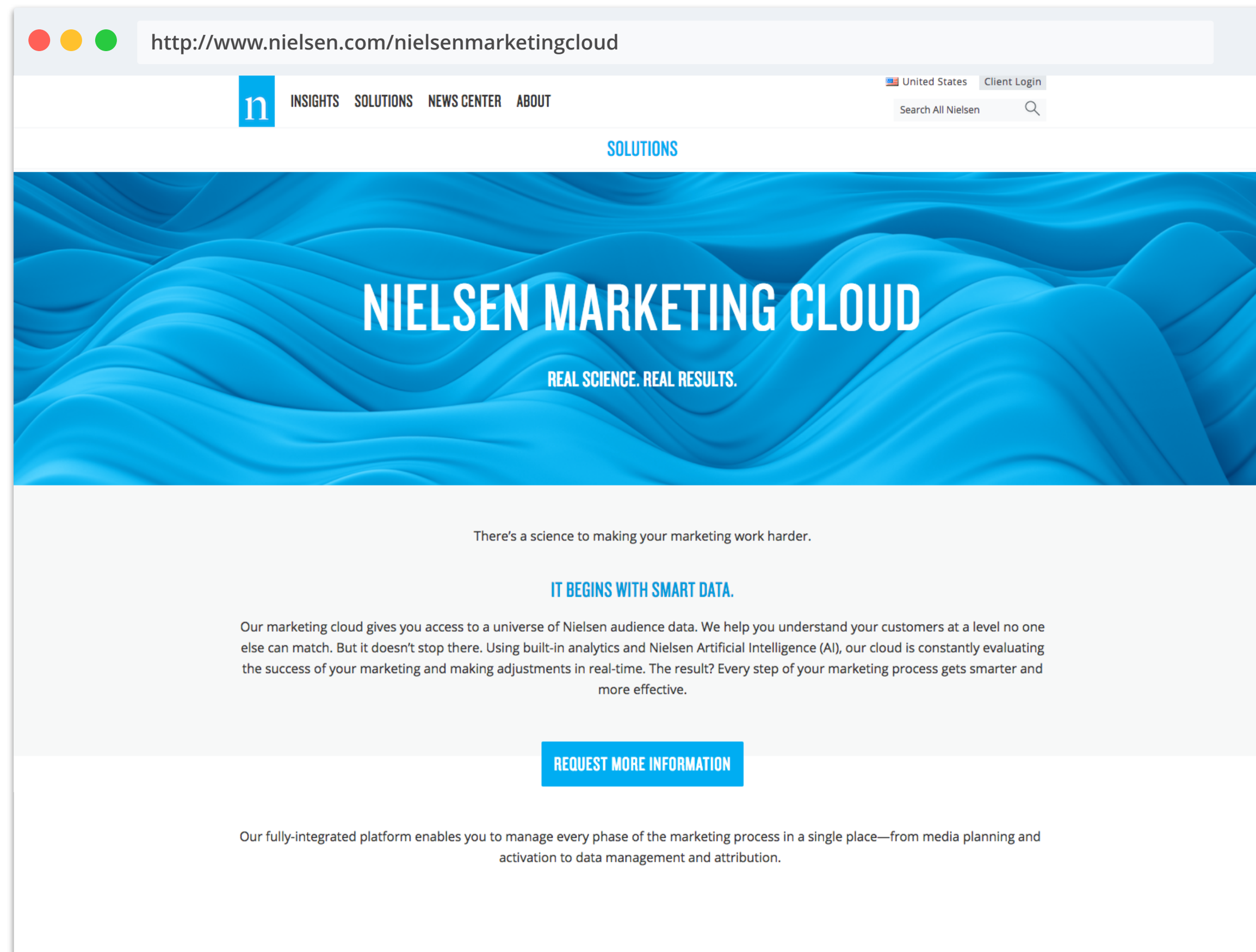


In 2016, I led the redesign of Nielsen's Careers portal to help bring to life the company's culture by way of individual employee and team stories.

URL: <http://careers.nielsen.com>

MY ROLE: Product management/Agile product ownership, creative direction, content strategy, UX/UI design

Nielsen - Product Marketing

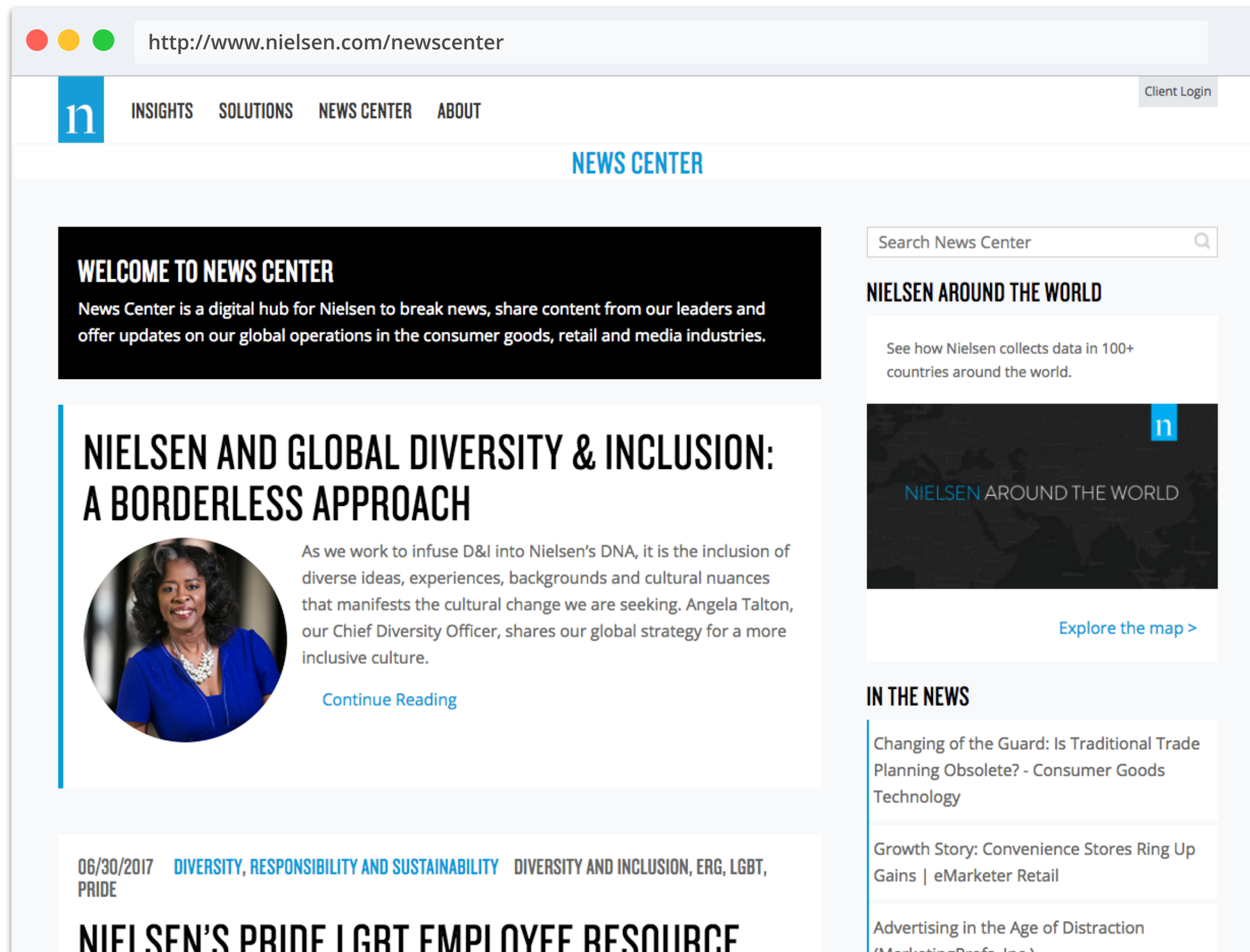


I led a redesign and rearchitecture of nielsen.com's Solutions section, evolving it from a brand positioning statement to a series of sales-oriented deep dives into the company's high-visibility products.

URL: nielsen.com/solutions

MY ROLE: Product management, content strategy, creative direction, UX/UI design, front-end code, copywriting and editing.

Nielsen News Center



I led the design and launch of Nielsen's News Center, a blog for corporate news and views from leadership.

URL: nielsen.com/newscenter

MY ROLE: creative direction, project management, UX/UI design, front-end development, Wordpress development, editorial consultation

Nielsen - Microsites and Landing Pages

As VP of Digital Marketing at Nielsen, I worked on countless landing pages, microsites, and web applications, and acted as the creative director of an internal agency team that conceptualized, created and managed all digital creative globally.

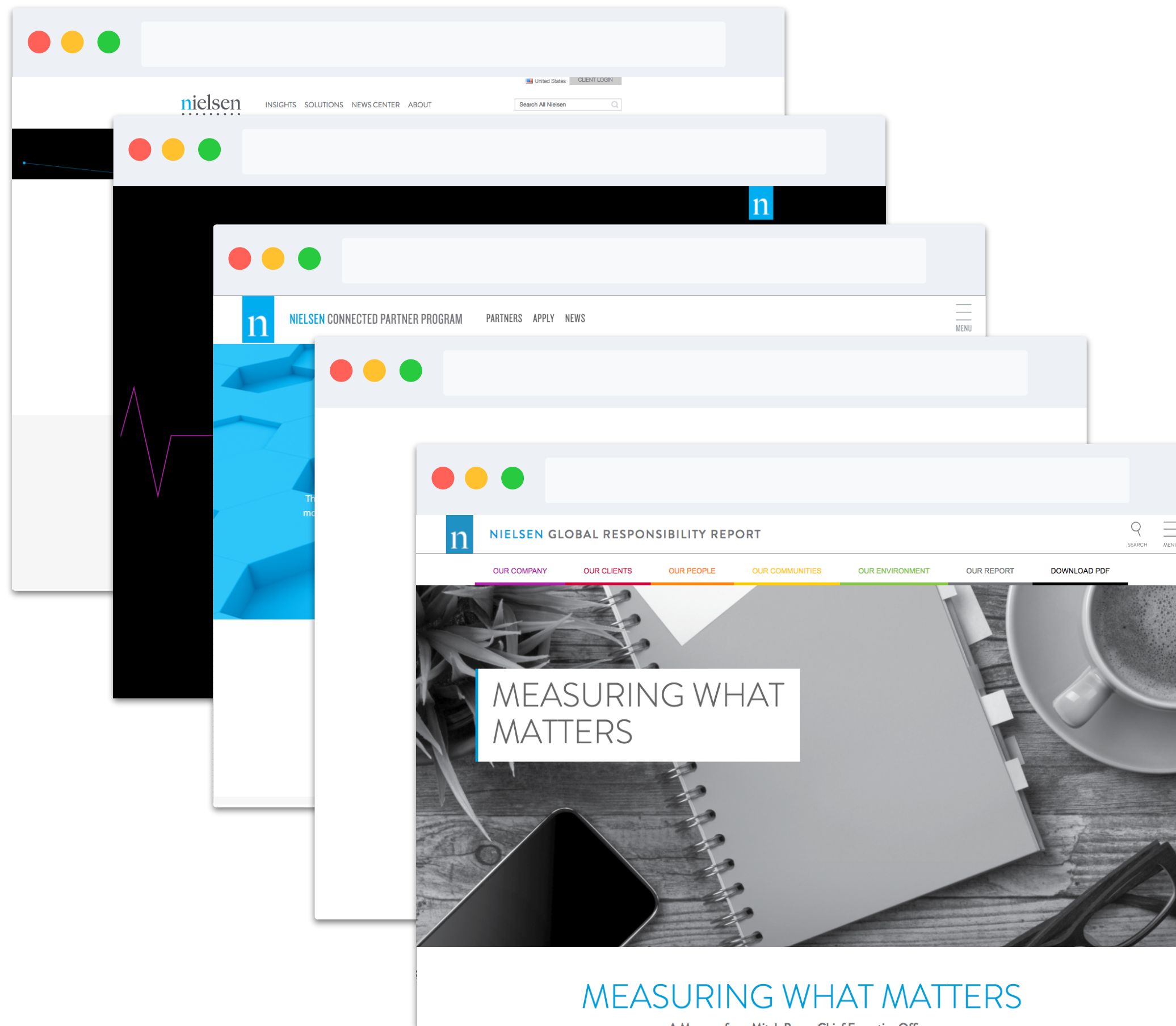
MORE SAMPLES

[Global Responsibility Report](#)

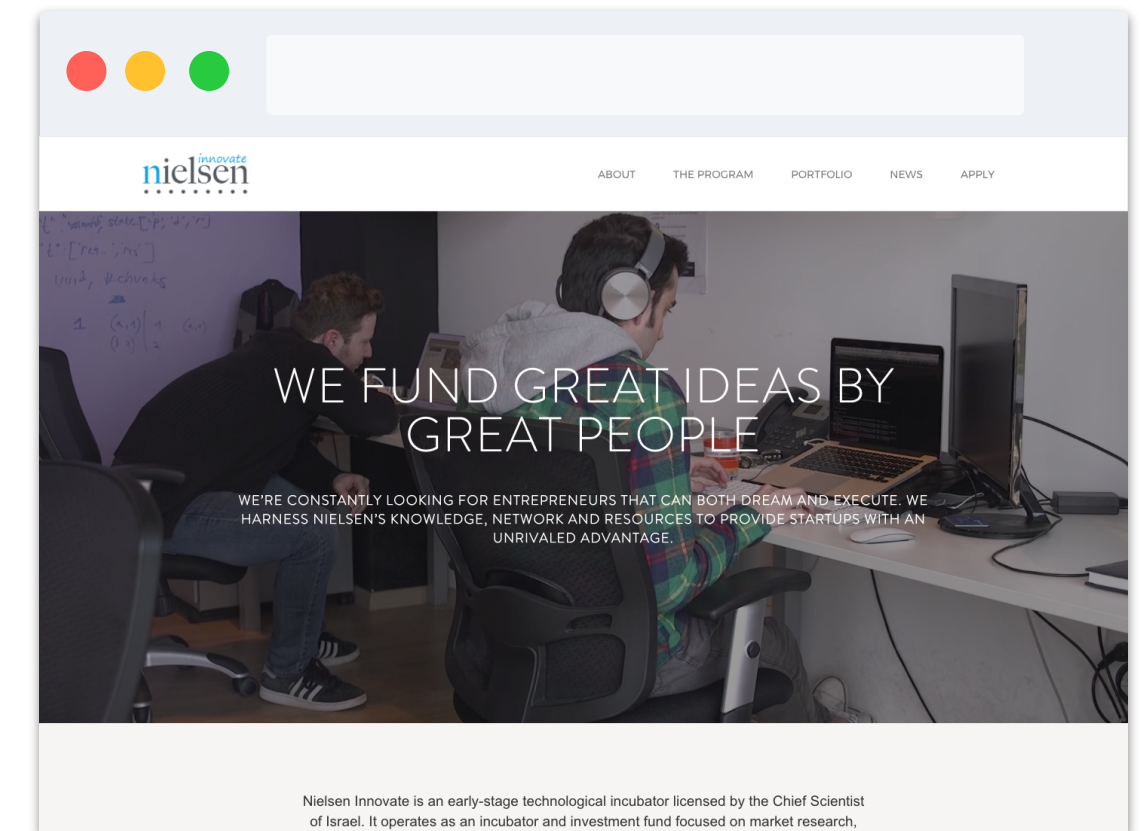
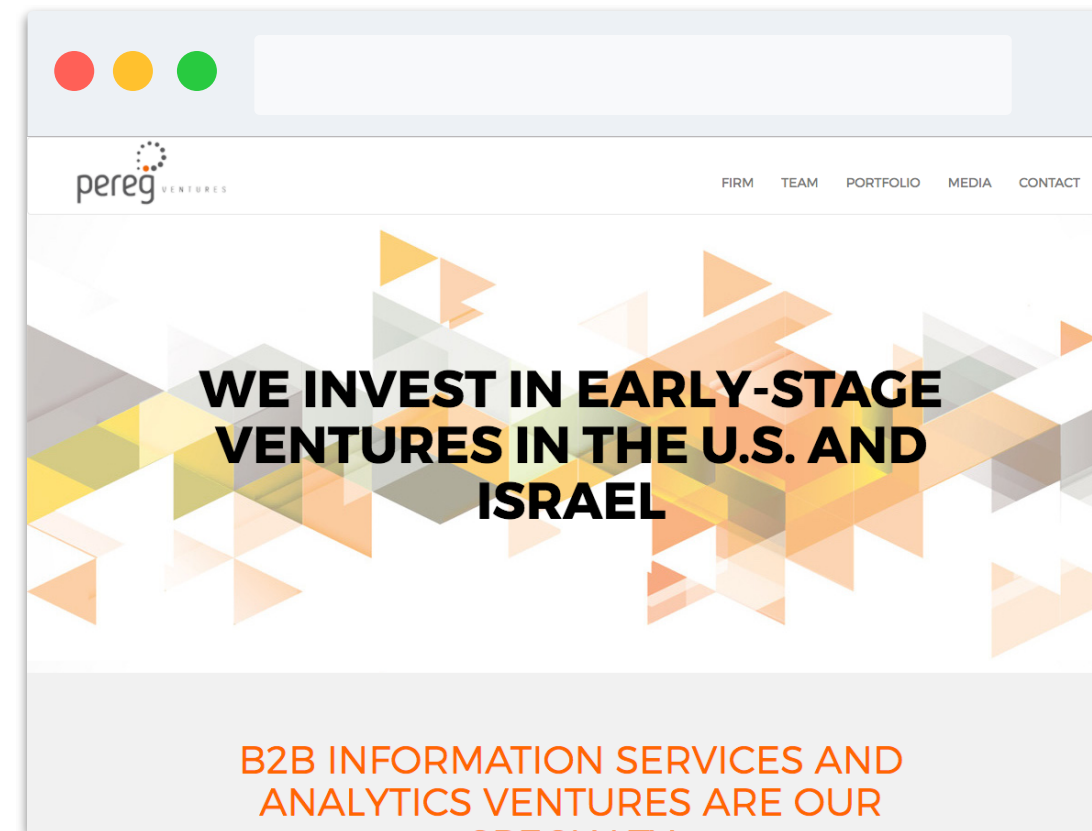
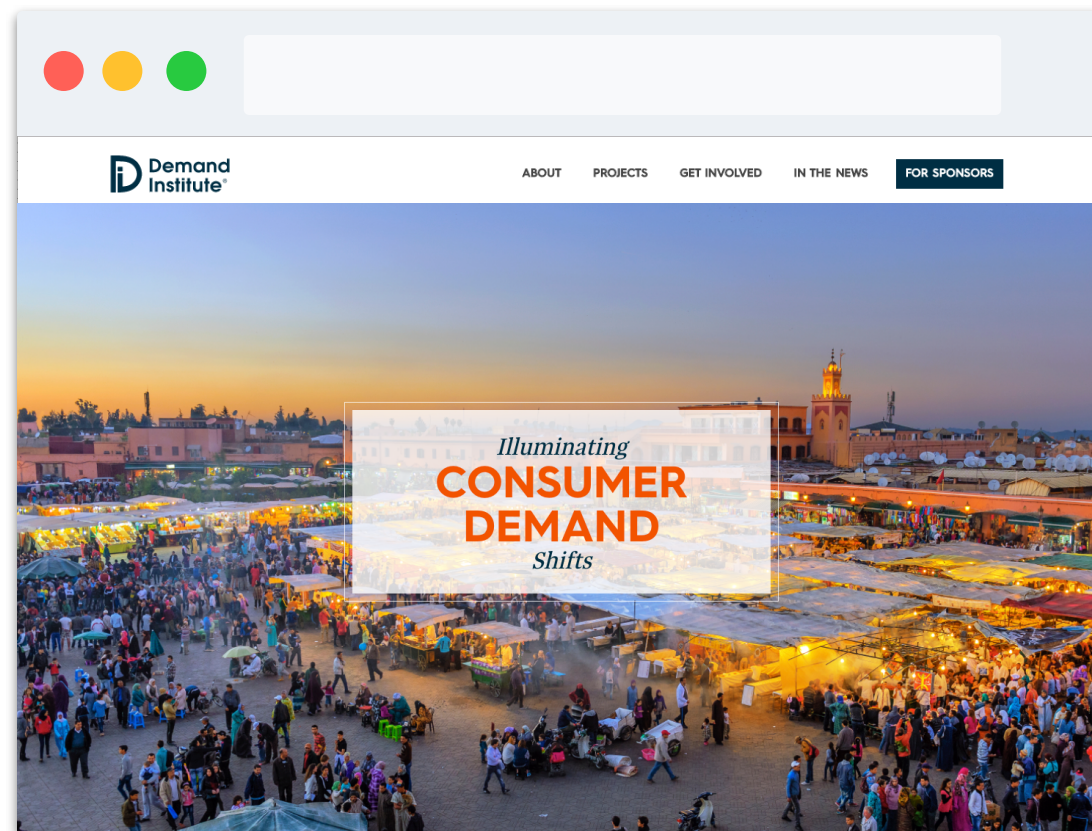
[Connected Partner Program](#)

[Election Central](#)

[90 Years of Innovation](#)



Joint Ventures, Incubators and Acquisitions



As head of Nielsen's internal digital agency, I collaborated with executives and marketers of its joint ventures, acquired companies and startup incubators to create compelling digital experiences and affiliate brands.

WORK SAMPLES

[The Demand Institute](#)

[Pereg Ventures](#)

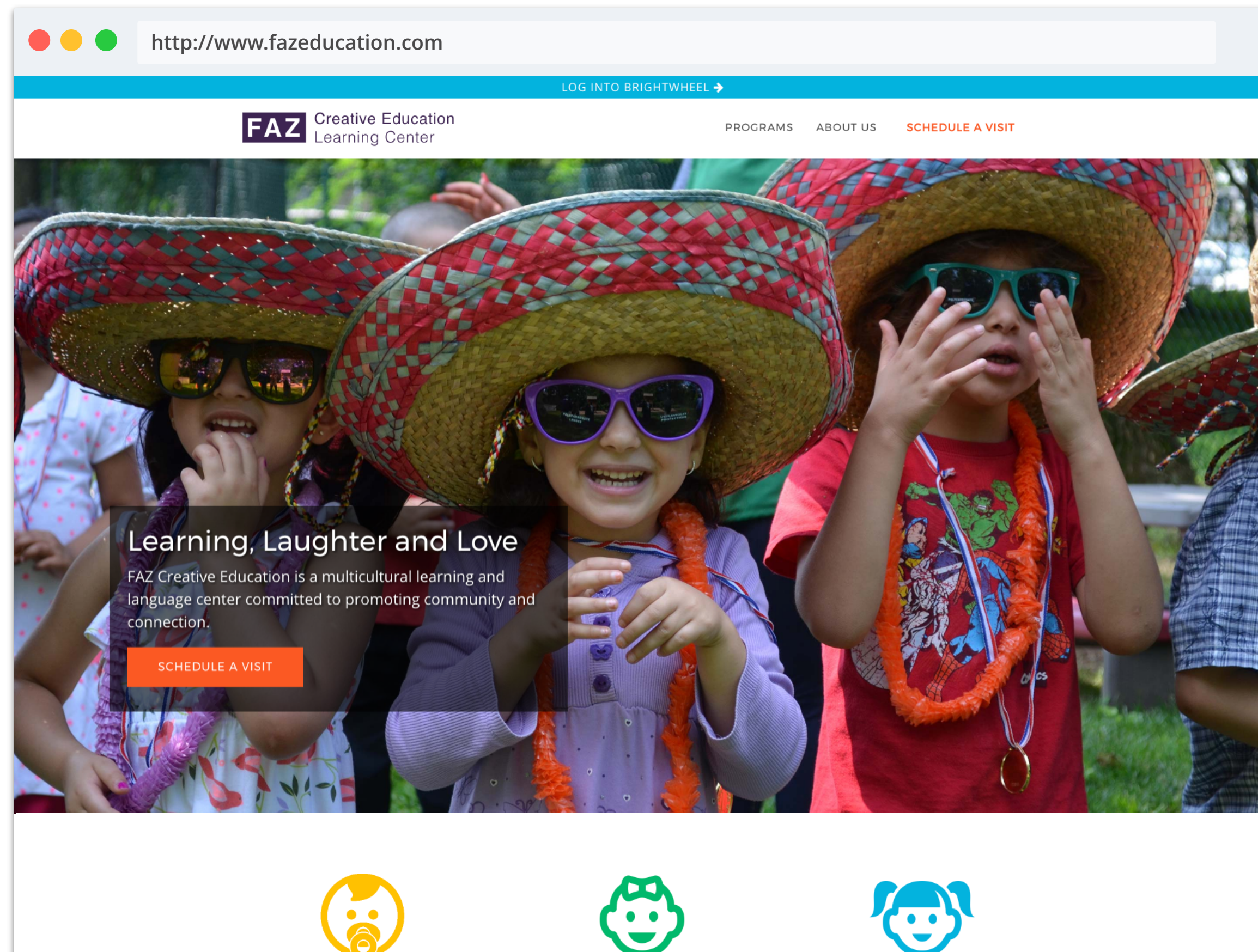
[Nielsen Innovate](#)

[Nielsen Sports](#)

MY ROLE

UX/UI design, creative direction,
budgeting, content strategy,
copywriting and editing, project/
deadline management

FAZ Education



I worked with FAZ Education, an early childhood education center near Washington, D.C., to reinvigorate its brand and launch a new website.

URL: fazeducation.com

MY ROLE: Brand redesign, content strategy, UX/UI design, front-end code, Wordpress development, copywriting and editing

Thank you!

Jeff Behrens

jmbehrens@gmail.com

<http://behrens.nyc>