

Jessica Edwards | On the Move

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## Jessica Edwards

**Date added:** August 7, 2013

**Submission Type:** New Hire

**Current employer:** Zion & Zion

**Current title/position:** Senior Integrated Media Strategist

**Industry:** Media & Marketing

**Position department:** Marketing

**Previous Employer:** PHD LA



**Duties/responsibilities:** For PHD, Jessica worked on accounts such as Hormel Foods, Cunard Cruise Line, ING Direct, BBC, The Gap, Banana Republic and Kraft Foods. A Yahoo! Young Media Star Finalist, Jessica brought a fresh take on digital media strategy, planning and buying. She also focuses on campaign management, cost efficiencies and conversion strategy.

[http://www.bizjournals.com/phoenix/potmsearch/detail/submission/1934441/Jessica\\_Edwards](http://www.bizjournals.com/phoenix/potmsearch/detail/submission/1934441/Jessica_Edwards)