

# JENNIFER SCROGGS ZALAYET

## EXPERIENCE

### Northwestern University

January 2023 - present

- Candidate for Master of Arts, Counseling in June 2025

GRADUATE STUDENT

Online

### The Dailey Method

Feb 2014 - Jun 2019

- Trained and tested teachers in Dailey Cycle practices
- Instructed in all Dailey Method class formats: barre, interval, fusion, gentle & cycle

SENIOR INSTRUCTOR & TEACHER TRAINER

Corte Madera & Fairfax, CA

### Google/YouTube

September 2012 – June 2014

- Managed large customer relationships, notably Visa Inc. across all lines of business
- As liaison to all Google products, negotiated partnership agreements, which strategically refocused clients. Expanded client relationships and uncovered new avenues for partnership, which resulted in increased investment +90% globally and +150% US YOY after stagnant for 3 years
- Ran Global Executive Summits, provided thought leadership & education and supported client's rebranding and key global sponsorships: Olympics, FIFA World Cup and NFL
- Video branding evangelist
- Lead global finance team in video, display & search advertising

SENIOR ACCOUNT EXECUTIVE

San Francisco, CA

### The New York Times Company: all platforms

December 2009 – August 2012

- Directed a cross-platform (newspaper, magazine, digital and conference) sales team
- Grew +16% to \$32 million YOY for the Northern California territory through consultative solutions across technology, finance, travel, fashion, corporate, education, automotive, home furnishings, liquor and healthcare categories

ADVERTISING DIRECTOR

San Francisco, CA

### Conde Nast Publications: *Bon Appetit Magazine*

April 2008 - October 2009

- Developed premium print solutions for travel, financial, technology, fashion, food and liquor clients including influential event sponsorships, sophisticated reader panel usage and powerful drive to retail initiatives

NORTHWEST DIRECTOR

San Francisco, CA

### Time Inc.: *TIME Magazine*

January 2006 - April 2008

- Drove \$5 million in TIME Magazine, TIME Style & Design, time.com and TIME For Kids in the Pacific Northwest with enterprise oversight of Hewlett-Packard

ACCOUNT MANAGER

San Francisco, CA

### The New York Times Company: newspaper & magazines

July 200 – December 2005

- Managed national technology sales team including category strategy and marketing
- Grew print revenue from \$11 to \$25 million through extension programs to nytimes.com, The International Herald Tribune, The Boston Globe and event sponsorships

ACCOUNT MANAGER & MANAGING DIRECTOR

San Francisco, CA

### Ziff Davis Media

August 1999 – July 2000, *Yahoo! Internet Life Magazine*

- Increased Northern California territory from \$400,000 to \$3.3 million in revenue in one year including sponsorships of YIL's Online Music Awards and Online Film Festival

ACCOUNT MANAGER

San Francisco, CA

December 1998 – July 1999, *ZDNet*

- Prospected and closed new business thru customized cross-channel solutions
- Created programs to increase business of existing, active accounts

ACCOUNT EXECUTIVE

San Francisco, CA

January 1998 – November 1998, *Yahoo! Internet Life Magazine*

- Crafted category and client-specific presentations for all sales categories

MARKETING SPECIALIST

New York, NY

April 1997 – December 1997, *Yahoo! Internet Life Magazine*

- Analyzed market and readership research, circulation and synergistic editorial for inclusion in presentations

RESEARCH ANALYST

New York, NY

### Wenner Media: *Rolling Stone, Us Magazine and Men's Journal*

February 1996 – April 1997

- Projected publications' newsstand sales in national, direct and foreign markets
- Coordinated publication positioning with national supermarkets, retailers, field consultants and rack manufacturers

CONSUMER MARKETING ASSISTANT

New York, NY

**EDUCATION**

**Northwestern University**  
January 1993 – June 1995

Bachelor of Arts – Sociology  
Evanston, IL

**Syracuse University**

September 1991 – December 1992

Candidate for Bachelor of Arts – Television, Radio & Film Production  
Syracuse, NY

**AWARDS**

- The New York Times Publisher's Award, July 2011
- The New York Times Publisher's Award, October 2011
- The New York Times President's Circle Award 2002
- The New York Times President's Circle Award 2001
- ZDNet 110% Club, 1999
- Yahoo! Internet Life Outstanding Marketing Achievement Award, 1997
- Yahoo! Internet Life MVP Award, 1997

**VOLUNTEER WORK****Mark Day School, Marin Academy, Marin Football Club**

June 2014 - present

- Fundraise for schools' annual funds, 7 years
- VP of Fundraising on the Family Association Board for 2 years, including event oversight & activation
- Auction Sponsorship Chair, 2 years solicited donations and sponsorship
- Communications Coordinator, writing and promoting across platforms for athletic banquet, 1 semester
- Sunrise Committee Participant, organized support for school families in need, 2 years
- Managed coach's 3 soccer teams, coordinating travel, scheduling, fields, budgeting & registration, 2 years

**FUNDRAISER & VOLUNTEER**

San Rafael, CA