***Rebecca Davis***

***Executive Vice President, Digital/Social***

***Ogilvy Washington***

Rebecca Davis’s experience in consumer media and technology platforms encompasses strategic marketing, communications strategy, consumer research, and deep knowledge of paid, earned and owned media.   Rebecca brings deep creative development, brand strategy and new platform adoption experience.

As practice lead in the Washington, DC office, Rebecca manages the digital strategy, design & development and content teams. Her clients include major brands with global footprint including Abengoa, DuPont, Five Guys, Glenmorangie, Hennessy, and USAID, among others.

Rebecca came most recently from Discovery Communications, where she developed digital and brand strategies across Discovery’s fourteen US networks. Prior to Discovery, she built the digital marketing team at HSN.com and worked in business development and product management.

She holds an MBA from Harvard and a BA in Creative Writing from Northwestern University.