

Jacqui West

Operations Lead

J.D. Power



Jacqui West is an Operations Lead for J.D. Power, specializing in the ChromeData brand of offerings.

Jacqui consults with clients from initial briefing through delivery, ensuring projects are completed on time and within budget. She designs and presents digital marketing plans to clients, utilizing SEO/SEM best practices and identifying revenue opportunities

Jacqui maintains relationships with clients to drive cooperative efforts in campaign development and new business, while optimizing campaign performance by analyzing reports and recommending changes to the client.

Jacqui hold a BA in Applied Technology and Performance Improvement from the University of North Texas.