

James Vetrano

Senior Social Media Consultant

As a former Fortune 500 social media executive, James Vetrano has served as a proven and trusted leader of strategic social media and digital marketing initiatives. At Taylor Johnson, James serves as our senior social media consultant, leading both organic and paid social media efforts at both the property and corporate levels.

James is a thought leader and industry-recognized expert following a career that includes over 13 years of experience in senior roles for major organizations. He was previously head of social media for the Kraft Heinz Company, chief digital strategist for former Illinois Governor Bruce Rauner, director of social media and content for Feeding America, and social media manager for the American Bar Association, among others.

A regularly-booked featured speaker at national industry conferences, James is committed not only to showcasing strategies and tactics that have proven successful, but to highlighting where brands need to be going in the future. He is passionate about social media's ability to help organizations quickly raise awareness of their products, services or issues with the right audiences, as well as the way social media bolsters critical PR efforts, and enjoys the fast-moving and constantly evolving nature of this dynamic marketing discipline.

James holds a bachelor's degree in public relations from Marshall University. He resides in Chicago's Lincoln Park neighborhood with his wife, dog and cat, which they refer to as their "children." In spring, summer and fall, you'll find him at Wrigley Field, cheering on the Cubs and reflecting on his long-gone dream of playing professional baseball.