

Jessica Reno Joins Alias Creative, Bringing Big-Brand Experience to a Growing Communications & Strategic Planning Team

*Reno Steps on as an Experienced
Executive Account Manager &
Communications Specialist*

CHICAGO, IL, UNITED STATES,
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EINPresswire.com/ -- [Alias Creative](#), a
Chicago-based marketing and
communications firm, has announced
the addition of Jessica Reno as
Executive Account Manager and
Communications Specialist.
Reno—whose career spans more than
20 years in hospitality and
marketing—has made a name for
herself by blending creative vision with
measurable growth strategies.

At Alias, Reno leads social media,
communications, and [marketing
consultation](#) for a growing roster of
clients, including major restaurant
groups, real estate franchises, and retailers in the home + interior design space. She has already
expanded the firm's portfolio with high-profile accounts, helping brands stand out in crowded
markets.

Reno's résumé includes hands-on wins with Howard Hanna SB Real Estate, where she drove
digital campaigns, ROI-focused advertising, and large-scale client events while supporting the
company's expansion; the University of Notre Dame, where she launched multiple hospitality
outlets and unified operations during the pandemic; Hilton Worldwide, where she opened and
staffed a new hotel property and maintained top-tier guest satisfaction rankings; and Chicago's
Merchandise Mart, where she helped create an in-house [restaurant and catering concept](#) that
generated more than \$1M in its first year.



"Marketing is about connection—finding the story that resonates and delivering it in a way that feels fresh and real," said Reno.

Now back in her hometown of South Bend after years in Chicago, Reno is focused on building authentic partnerships throughout the Midwest while continuing to serve national clients.

Her move signals Alias Creative's investment in bold, innovative voices shaping the future of marketing, particularly in spaces where women entrepreneurs and creatives are leading the way.

ABOUT ALIAS CREATIVE

Alias Creative is a Chicago-based marketing and communications agency specializing in social media, brand strategy, content creation, and event marketing. With a focus on creativity + results, Alias partners with clients across industries to craft campaigns that resonate, engage, and deliver.



Jessica Reno Joins Alias

“

Joining Alias Creative gives me the space to bring that energy to brands I love, across industries I'm passionate about.”

Jessica Reno

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Jessica Reno, Executive Account
Manager & Communications
Specialist at Alias

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