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WORK

SENIOR STRATEGIST @FALLON

February '21 - Present

Leading & collaborating on QSR, Financial, +CPG brand work for Arby's, Entenmann's, Little Bites, KeyBank, American Home Shield, and Monkey Shoulder.

- Develop the overall strategic positioning, architecture, and POV for brands + sub-brands
- Craft briefs for asks ranging from brand campaigns, limited time offers, product launches, social plays, and activations
- Collaborate with strategic, account, and creative directors to usher big ideas from brief to client buy-in to launch
- Assist and lead brand-building workshops to create brands alongside clients
- Search for and identify emerging trends across culture
- Guide Brand Citizenship + CSR initiatives

STRATEGIST @ROKKAN / RAZORFISH

June '17- February '21

Worked across Luxury + CPG brands such as Cadillac, Nivea, Sugar in the Raw, William Grant, Hilton, American Express, Coca Cola etc.

- Developed briefs and strategies for integrated brand campaigns
- Conducted and analyzed qualitative and quantitative research from primary + secondary sources
- Acted as research tool expert + point-person for department
- Created stimuli and analyzed results for creative testing, focus groups and consumer surveys
- Crafted in-depth competitive audits to get a deeper understanding of brands for myself and the team
- Led cultural workshops to inform the agency/clients of trends and industry behaviors

CO-DIRECTOR OF COMMUNICATIONS @FLOCK

November '18 - June '20

Running all social channels for a women+ UO alumni group that helps young folks in advertising.

- Co-managed a Facebook group of 600+ members
- Curated content with designers for Facebook, Twitter, Instagram and blog channels
- Helped grow follower count on Facebook by +81.82%, IG by +41.2%, and Twitter by +49.82% in the first four months

OUTREACH & MENTORING

University of Oregon: Guest speaker, TA or mentor in courses such as: The Creative Strategist, Intro to Art Direction, The Strategic Process, Ideasmithing, Confidence, Campaigns, Branding and Content, and UO AfterHours

NYU School of Professional Studies: Guest Speaker in Database Management and Modeling graduate course

Fordham University: Marketing Club Agency Panelist

Washington and Lee University: Agency visit host + speaker

Syracuse University: Agency visit host + speaker

We Are Next's "Coffee at a Distance": Over 100 1:1 zoom mentorship sessions

Internship Programs: Planning Dept mentorship lead at Rokkan, Razorfish, and Fallon

ASK ME ABOUT...

The importance of interacting with + supporting the next wave of talent through mentorship, resources, kindness, and equitable compensation.

Working with clients to make valuable, unobtrusive impact in the communities they serve & operate within through brand citizenship.

How critical a positive, collaborative relationship between creative & strategy is to better work.

Encouraging passion for things beyond advertising's "hustle" & building a life outside of a job to make stronger creative thinkers.

SKILLS

- Integrated Campaign planning
- Content + Comms planning
- Social Media planning
- User Experience planning
- Brand architecture development
- Qualitative/quantitative research
- Trend forecasting
- Testing stimuli creation
- Competitive + 4Cs audits
- In-field research + interviews

TOOLS

- Squarespace UX
- Google Toolkit & Suite
- InDesign
- Keynote
- Qualtrics/1Q
- UserTesting
- Spreadfast
- Crimson Hexagon
- Sysomos
- Social Media

EDUCATION

UNIVERSITY OF OREGON
SCHOOL OF JOURNALISM AND COMMUNICATION
Bachelor's of Science in Advertising, 2017