

education

VCU Brandcenter

M.S., Business – Branding/Strategy | 2020

Kudos | 3x scholarship winner. 2x 'top project' as named by Google and by program peers.

University of Michigan

B.A. (3) English, Communication Studies, Women's Studies | 2015

Université Paris Sorbonne

Certificate, French and Art History | 2013

in my toolkit

Skills and Outputs

Qualitative & quantitative research
In-depth interviews
Focus group facilitation
Ethnographies
Design sprints
Survey design
Social listening
Journey maps
Personas & segmentation
Deck narrative & design

Tools

Simmons MRI
Crimson Hexagon
Mintel
Keynote
Adobe Illustrator
Final Cut Pro X
Microsoft Office Suite

life experience

Embracing digital (through dance)

by posting my own TikTok dance video to recruit research report participants – courtesy of +150.k views

Inviting hard questions

as a trained DEI&A dialogue facilitator who's comfortable with getting uncomfortable

Making culture make sense

through a 4-year stint as a pop culture/media writer with a love for big-picture shifts

strategy experience

Brand Strategist | TBWA\Chiat\Day LA

Los Angeles, CA | Apr 2021 – Present

Clients: Almond Breeze, Blue Diamond Growers (Snacks, Culinary, New Product Innovation)

Goes beyond the brief to uncover the people-problems behind the business problems. Mines research and culture (and sometimes even poetry!) to crack every angle of their solutions. Works hard to make it fun for everyone.

- **Integrated Campaigns** | Responsible for big brand ideas & tactical briefs alike for Breeze core products, FY22 Extra Creamy launch, and Shelf Stable digital pushes. Refuses to settle for copy-paste creative by collab-ing with Comms & Data to translate ideas into tailored, channel-first extensions.
- **Strategic Oversight** | Uncovers fresh insights & presents strategic POVs to enrich client understandings of the consumer and the emotional truths fueling product benefits.
- **Research Design** | Designs qualitative & quantitative research approaches in collaboration with Data team to identify & concept new flavors, products, and whitespaces across snacks and milk categories.
- **Product Innovation** | Established innovation blueprint in direct collaboration with Snacks client innovation team, defining North Star & guardrails for new product benefits, emotional experience, consumer needs, & growth opportunities.
- **Product Development** | In 1-month design sprint with creative team, researched & developed concept for client's first-ever snack to expand beyond nuts; proposed texture, flavors, shape, positioning, name, visual identity, and launch recos.

Brand Strategist | Erich and Kallman

San Francisco, CA | May 2020 – Apr 2021

Clients: Hershey's, General Mills, Great Wolf Lodge (Resorts), Landing, Sunbrella Performance Fabrics

Guided day-to-day strategy in direct partnership with Strategy Director as a scrappy team fueled by an "all hands on deck" spirit.

- **New Business** | Authored & presented pitch-winning strategy for national waterpark pioneer Great Wolf Resorts. Led primary & secondary research, and spearheaded efforts for more effective pitch theater.
- **Brand Architecture** | Developed the brand playbook for a first-of-its-kind startup, including authoring brand personality & voice guidelines, co-authoring strategic pillars, segmentation personas, values, mission and vision statement.
- **Research Facilitation** | Moderated focus groups and interpreted creative testing, presenting POV to clients and internal teams. Protected creative integrity by turning results into scrappy solutions.

Brand Strategy Graduate Intern | Goodby, Silverstein & Partners

San Francisco, CA | Jun 2019 – Aug 2019

Clients: BMW, New Business

Joined GS&P while earning my Master's in Strategy from the VCU Brandcenter.

- **Cultural Analysis** | Presented recommendations for how BMW can get more women behind the wheel, based on learnings from cultural analysis & audit of gender-bending brands/categories.

Strategist | Prev. Junior Strategist | GMMB (Omnicom)

Washington, DC | Jan 2016– Aug 2018

Flexed strategic, creative and coordinator muscles in hybrid strategy/account role. Specialized in corporate social responsibility & cause communications.

- **Strategy** | Supported 13 brand positioning and identity projects from beginning to end, for clients ranging from global health powerhouses to humble community foundations. Responsible for: competitive audits, qualitative research, brand workshop facilitation, brand positioning and messaging, client internal change management, & rebrand launch planning.
- **Words on Words** | Wrote brand messaging, brand book copy, voice guidelines, web content, press releases, and social toolkits. Earned a quiet byline as the ghostwriter for a CDC director's *HuffPost* series.
- **Facilitation & Leadership** | Spearheaded effort to improve internal culture, planning and processes. Collaborated with leadership & interviewed our 17-person dept. to understand strategy process painpoints and collective aspirations. Led workshops to land on actionable plans forward.

But there's more!

Before the title made things official, I was already on the strategy grind – like witnessing the magic of making people believe in an idea by a global polling CEO's side, and breaking down what makes ideas magical to begin with, as a pop-culture columnist.

→ **Read about it all on [LinkedIn here!](https://www.linkedin.com/in/BrianneNJohnson)**