

education

VCU Brandcenter

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

Kudos | 3x scholarship winner.

University of Michigan

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

Université Paris Sorbonne

Abroad, 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
YouGov
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

Associate Strategy Director | Dentsu Creative

Chicago, IL | Apr 2022 – Present

Clients: Oreo, Chips Ahoy!, Burt's Bees, QVC, Beautycounter, American Express, Totinos, Mederma, HSN

- **Integrated Campaigns** | Led 4Cs briefing, messaging framework, and channel strategy for a DTC Clean Beauty pioneer's milestone moment: 10-year anniversary and first-ever retailer launch at Ulta. Identified growth opportunity, preparing the brand to capture not just Clean Beauty, but to own a new and growing Conscious Beauty category.
- **Strategic Oversight** | Developed strategic blueprint for the launch of QVC's first-ever line of adaptive products designed for shoppers with disabilities. United PR, creative, influencer, and CX disciplines around 360-launch plan. Featured in *People Magazine, USA Today, The Daily Mail, and AmeriDisability*.
- **Multicultural Strategy** | Partnered with data team to enrich Totinos existing campaign platform with culturally poignant insights around West Coast vs. Midwest Hispanic teens' relationships to food, family, and humor.
- **Experience Strategy** | Refreshed UX strategy for American Express *MyCredit Guide* app, introducing design principles, target persona, and a new strategic imperative inspired by emerging user needs and money mindsets.
- **Social Strategy** | Regularly tapped by Mondelez clients to marry brand and social strategies. Grounded social approaches in cultural hungers, not just social media norms. Elevated strategy by applying top-down brand lens to social opportunities.

Brand Strategist | TBWA\Chiat\Day LA

Los Angeles, CA | Apr 2021 – Apr 2022

Clients: Almond Breeze, Blue Diamond Growers (Snacks, Culinary, Product Innovation), Schwan's (Red Baron, Freschetta)

- **Strategic Boundary-Pushing** | Won Jack in the Box biz—agency's biggest in years—based on proactive, unconventional strategy approach, including research into lawless subcultures, a tattoo appointment, and hawk-eye attention to data.
- **Creative Collaboration** | In 1-month sprint with creative team, researched & developed concept for Blue Diamond's first-ever snack to expand beyond nuts; proposed texture, shape, proposition, name, visual identity, and launch recos.
- **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.

Brand Strategist | Erich and Kallman

San Francisco, CA | May 2020 – Apr 2021

Clients: Hershey's, General Mills, Landing, Sunbrella Performance Fabrics.

- **New Business** | Authored & presented pitch-winning strategy for national waterpark pioneer Great Wolf Lodge (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 Design & Facilitation** | Moderated focus groups and interpreted creative testing, presenting POV to clients and creative teams. Protected creative integrity by turning results into scrappy solutions.

Brand Strategy Graduate Intern | Goodby, Silverstein & Partners

San Francisco, CA | Jun 2019 – Aug 2019

Client: BMW. 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

Specialized in 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, workshop facilitation, brand positioning, internal change management, & rebrand launch planning.
- **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.
- **Leadership** | Spearheaded effort to improve internal culture, planning & processes. Collaborated with strategy leadership to understand process pain-points and aspirations. Led workshops to make learnings actionable.

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, or breaking down what makes ideas magical to begin with, as a pop-culture columnist.

→ [Read about it all on LinkedIn here!](#)

learning

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exploring

How 'cringe' can heal us

as a story producer with WBEZ's "Mortified," turning teenage diaries into hilarious healing

Which futures to put faith in

as a member and freelance research editor with RADAR futurist collective

Why people dance on TikTok

by posting my own TikTok dance video to recruit [research report](#) participants—courtesy of +151k views

How to bet on myself

by returning to cheerleading with [CSB Stars](#). 15+ years after bombing high-school try-outs

What makes culture move

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

yapping

The Wall Street Journal

Interviewed by *WSJ* on how fashion-rental companies are keeping up with changing needs

VCU News

Interviewed for *VCU News* article featuring alumni contributions to the 2024 Super Bowl

The Human Element Podcast

Guest on *Carat USA's* podcast, on why queerness is magic for creative workplaces

UC3P Podcast

Guest on the *University of Chicago's* podcast, exploring the changing dynamics of relationships during the onset of COVID-19

strategy experience

Strategy Director | Prev. Associate Strategy Director | Dentsu Creative

Chicago, IL | Apr 2022 – Present

Clients: OREO, Principal Financial Group, QVC, Burt's Bees, American Express, Mederma, Beautycounter, Totinos

- **Integrated Campaigns** | Strategic lead for OREO's biggest-ever LTE partnership campaign, launching May 2024; in partnership with Disney and Inter-Agency Team, proactively led development of campaign strategy, comms framework, channel strategy, messaging hierarchy, fandom segmentation, lead-gen tactics, and digital & experiential user journeys.
- **Strategic Oversight** | Established strategic blueprint for and oversaw client-led execution of QVC's first line of adaptive products designed for shoppers with disabilities. Featured in *People Magazine*, *USA Today*, and *AmeriDisability*.
- **Brand Strategy** | Led 4Cs briefing and launch for new QVC brand platform designed to reverse -17% decline in awareness among prospects and take QVC out of 'retirement retail' by making 'shopping with QVC' a life-stage to look forward to; currently developing 3-year plan to embed new brand promise in reimagined product offering and programming.
- **Research Design & Facilitation** | Co-led primary research for QVC campaign centered on 50+ women; translated findings into audience playbook and TikTok playlist to steep teams in consumer mindset & elevate the work beyond stereotypes.
- **Social Strategy** | Brought onto OREO 2024 Super Bowl campaign to serve as bridge between brand and social strategy; overhauled social strategic approach, leading team of social strategists, social and brand creatives, and content creators to establish 4-phase social launch plan, gameday social activation, and war-room planning in only 2 weeks.
- **Experience Strategy** | Refreshed UX strategy for American Express *MyCredit Guide* app, introducing design principles, target persona, and a new strategic imperative inspired by emerging user needs and money mindsets.
- **Purpose Strategy** | Inherited reinvention of OREO's social-purpose strategy mid-process; led brand through transition from disconnected cause-first approach to brand-first strategy that ensures long-term brand-fit.
- **Cultural Complexity** | Increased OREO purchase intent +26% and achieved \$50,000 donation-match by translating brand's 2020 Pride Campaign messaging for charged political landscape of 2023, balancing brand safety and authenticity.
- **Internal Leadership** | Founded Dentsu Curious Collective, an internal program of quarterly "in-the-field trips" that embed strategists in facilitated experiences to expose them to new subcultures and help them master the art of observation.

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- **Brief-Writing** | Authored brief designed to get more women behind the wheel of BMW, based on cultural & category audit.

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