

Education

VCU Brandcenter

2020 - 2022 | Richmond, VA

M.S. in Business - Brand Strategy

Focused on skills in presenting, creative briefing, research, interviewing, user experience, video filming and editing, presentation flow and design.

Favorite Live Client Project: Worked with the research agency Nonfiction to understand conspiracy theories and their effect on society. Spoke with QAnon family members, professors, doctors, and people on the street to put together profiles of each individual.

James Madison University

2015 - 2019 | Harrisonburg, VA

BBA in Accounting

Concentration in European Business

Gained an understanding of business strategy, which I use to help bring business thinking to the ad industry.

Tools

Adobe CC

Final Cut Pro X

Simmons

Brandwatch

Talkwalker

Keynote

Procreate

Microsoft Suite

Ask Me About

Ending up on stage at an Earth, Wind and Fire concert.

Learning Bladesmithing and the hatchet I made.

Walking 500 miles across Spain. Or almost dying on a trail in Austria.

Experience

Wieden + Kennedy

July 2022 - Present | NYC + Portland, OR

Strategist

Clients: Nike + Ford

Women's World Cup Campaign called What the Football. Created and briefed in 7 athlete positionings for 7 professional athletes. Instead of focusing on the struggles that women soccer players face, we wanted to hero each player and show off their talent.

Led a weekly insertion in Auto News. Gave weekly creative briefings, weekly interviews of Ford employees and Ambassadors, planned quarterly calendars, and interacted with clients.

Created a playbook for the Mustang Mach-E campaign for other partner agencies.

Became the Electric Vehicle expert. Gave quarterly updates and identified opportunities for Ford as they shift towards the EV space. Created a brief on the fundamental of community and a roadmap for building the EV community.

Created positionings for 2 new vehicles. Performed customer focus groups, positioning research to final positioning statements.

Two Things

Summer 2021 - 2022 | Portland, OR

Freelancer + Strategy Intern

Clients: Unity + North Face

Crafted influencer strategy for product development and sponsorship.

Prepared pitch presentations with key insights from interview and social listening.

Hantzmon Wiebel

2019 - 2020 | Charlottesville, VA

Staff Accountant