

MARIE ADAMS

BRAND STRATEGIST

ABOUT ME



Letting out my inner J-Lo through Zumba, in my living room, or out on the town.



Getting lost outside renews my soul and reawakens my mind.



My sidekick is a Border Collie named Jenna Bear. Our mission is spreading smiles.



My hands are happiest when making something beautiful.



My car becomes my stage as I entertain other drivers jammin' to my favorite music.

LET'S CONNECT

 571.286.1108

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CAREER EXPERIENCE

Wunderman DC | Experience Strategist | Jul.15'- Present

Uncover valuable consumer insights to create effective brand experiences. Consolidate research findings into useful client deliverables and recommendations. Plan and facilitate ideation sessions with clients. Provide support on new business pitches. Winner of internal agency competition to attend SXSW 2017. Valued member of the Wunderman DC softball team. Wunderman Day management team member.

ICF Interactive | UX Research Analyst | Jun. 14'- Apr. 15'

Introduced new data visualization tools to enhance company presentations. Planned, facilitated, and analyzed qual. and quant. research. Assisted new business efforts with audience research, brand manifesto writing, and presentation design.

Punch RVA | Market Research Intern | May - Oct. 13'

Performed cultural deep dives to prep agency employees for new client work. Activated agency team to offer email marketing as a new client service. Utilized social listening to assist with new business pitches.

Richmond Times-Dispatch | Advertising Sales Assistant | APR. 12' - AUG.12'

Supported advertising sales teams by developing quick turn around marketing initiatives based on analysis of weekly Salesforce.com reports. Presented weekly team progress to sales managers and organized training workshops for sales reps.

Media General, Inc. | Product Manager | Jun. 11'- Apr.12'

Oversaw creative production and sales strategy for the launch of a monthly savings booklet. Managed small group of independent sales contractors and oversaw all client relationships. Strategized concept for an digital coupon platform.

EDUCATION

VCU Brandcenter | May 2014

M.S. in Business
Brand Strategy Track

Virginia Commonwealth University | Aug. 2010

B.S. in Mass Communications, Advertising
Minor in Psychology

Strategy Skills

Creative brief writing, Concept tests, Audience segmentation, Competitive analysis, Brand essence discovery, Consumer experience mapping, Persuasive presentations, Brand extensions, Media plans

Brands Worked On

Hostess, Dirt Devil, Netflix, Burger King, Little Debbie, Wendy's, Tesla Motors, Dollar Tree, Old Spice, Seventh Generation, Miller Lite, Trojan Condoms, Ellwood Thompson's Local Market

Consumer Culture Dives

Ballroom dancers, Rebellious snackers, Reluctant male shoppers, Monogamous couples, Modern day pets and their parents, Millennial newspaper readers, Baby boomer techies

TECHNICAL SKILLS

Research and Measurement

Google Analytics, Mintel, Simmons, Sysomos, Qualtrics, Optimal Sort, Synthesio, Treato, ComScore

Video Production

Final Cut Pro, iMovie, Soundtrack Pro, Premier

Presentation and Design

Adobe Creative Suite CS4-CS6, Microsoft Office Suite, iWorks