
ABOUT

Portland-based Associate Strategy Director with a broad skill set and unique background in organization design consulting. Known for balancing an exceptionally high tolerance for complexity with a simple, straightforward communication style. Builds strong relationships with stakeholders and revels in crafting elegant solutions to their gnarliest brand, product, and experience challenges. Clients include category leaders, disruptors, and non-profits.

EXPERIENCE

Associate Strategy Director July 2020 – Current

Huge | Chicago, Illinois (remote)

Select clients: UScellular

- Partners with Creative, Analytics, PM, and Client Service teams to create strategically-sound digital marketing campaigns
- Crafts CRM strategy, including customer lifecycle map, content strategy, and audience playbooks
- Writes clear, cogent briefs that inspire and empower teams to tackle each project's creative challenge
- Leads quarterly planning sessions with key client stakeholders and participates in internal scoping activities
- Redefining Midwest region's agency POV by designing a framework that unifies brand, storytelling, culture, and experience
- Plays an instrumental role in new business pitches, contributing brand and experience strategy expertise

Strategy Lead February 2018 – April 2020

Nelson Cash | Portland, Oregon

Select clients: Indeed, FICO, Google Fiber, Mercari, The Tech, All Raise

- Collaborated with multifunctional teams to create brand strategies, customer journey maps, positioning and messaging frameworks, design systems, brand identity systems, and digital products
- Designed agency's client onboarding process and led all discovery activities, including stakeholder interviews + workshops
- Co-led a team of 10 UX Designers, Copywriters and Producers, and mentored teammates across disciplines
- Conducted primary and secondary research; crafted insights into strategic recommendations that informed creative concepts
- Met with client stakeholders frequently to present and discuss the strategy underpinning design decisions
- Worked across 2-5 project teams at a time, contributing subject matter expertise and strategic direction at critical moments
- Helped craft new business pitches, scoped projects, and identified opportunities for account growth

Senior Strategist October 2017 – July 2020

Freelance | Portland, Oregon

Select clients: Facebook, Walmart, The Federal Reserve

- Supported local agencies on brand, product, and employee experience projects
- Developed a content framework for designing a marketing website with 100+ country-specific variations
- Crafted an internal culture strategy by analyzing 20+ hours of stakeholder interviews
- Built a dashboard to track KPIs on a client's intranet and mined data for actionable insights

Organization Design Consultant May 2015 – September 2017

Habits at Work | Chicago, Illinois

- Partnered with a PR firm to redesign their agency's culture in order to reduce burnout and produce more innovative work
- Designed and facilitated culture change workshops based on leading behavioral science research
- Created a digital tool that assessed clients' readiness for organizational change

EDUCATION

Design Leadership

Cooper Professional Education

User Experience Design

General Assembly

Content | Email | Inbound Marketing

Hubspot

MA: Social and Political Theory

Merit, University of Sussex (UK)

BA: Philosophy, Political Science

Magna Cum Laude, DePaul University