



Junior Brand Strategist @ MullenLowe US & 4A's MAIP 20'21'

education

Boston University College of Communication
May 2021
Bachelor of Science Degree in Communication,
concentration Advertising

relevant courseworks

Brand Experience Marketing
Consumer Insight & Account Planning
Design Strategy & Software
Strategic Brand Solutions
Advertising Research Methods
Brand Advertising and Promotion

skills & interests

Adobe Creative Cloud
Final Cut Pro
Microsoft Word/Excel
Social Media Analysis
Video Editing
Thrifting
Skateboard
Graphic design/drawing
Editing Video Journals
Cook for my roommates
Very into olive green lately
Volleyball

languages

English
Mandarin

let's connect

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experience

Junior Brand Strategist

MullenLowe Boston, Aug 2021 -

- Lead strategist for Pro Bono account in regenerative agriculture and food.
- Own, create and deliver campaign briefs backed by research and RTB to help guide the creative team.
- Lead new business PR pitches by developing creative briefs with fast-strategy ideations.
- Own 3 monthly newsletters across two clients (Humana, Humana Pharmacy, and Credit Karma) to keep them updated on the trends and culture.
- Wrote and submitted two strategy-focused case studies for the Effie Awards.
- Research and develop resource decks on new categories or cultural trends to help the team stay ahead.
- Assists in compiling research and breakdown for client's (Humana) quarterly competitor report.

Brand Strategy Intern

MullenLowe Boston, June 2021 - Aug 2021

- Wrote creative briefs for a travel company's promotional campaigns that resulted in creative development
- Develop upfronts for several client presentations
- Researched and built a quick turnaround competitor analysis that supported a new business pitch that the company won.
- Help conduct brainstorming sessions through researching trends and behavior that develop new PR ideas for Truly to create social buzz.
- Transcribe focus group interviews and categorize quotes to support the client's rebrand value deck.
- Built and organize a master calendar of all AAPI holidays through excel.

Strategy Intern

Allen & Gerritsen, June 2020 - Aug 2020

- Researched tension & opportunity through variety of data sources to support new business RFP and contributed on changing an account's problematic brand image/name.
- Developed a long-term Gen-Z analysis POV and identified key insights through first and secondary research that is now used as audience reference.
- Kept abreast of the latest trends and news articles to create an end-of-the-week strategy newsletter that is distributed to the whole company.
- Assisted in gathering quick turnaround research to support different departments' client projects.

Strategy Intern

BBD Sydney, Feb 2020 to April 2020

- Analyzed and summarized 40 years of annual reports for a new database to assist the Heart Foundation's Jump Rope for Heart Campaign.
- Recorded and facilitated in-depth audience research interviews.
- Researched and constructed case study presentations for non-profit campaign reference.

side gigs

4A's Multicultural Advertising Intern Program Fellow 20'21

Selected from over 1000+ applicants to participate in the first-ever Virtual Engagement Program that required daily attendance, participation in strategy-specific workshops, and develop mock projects for clients.

Briefs&Bevs Podcast Host

Co-host of Briefs&Bevs, a podcast that showcases the perspective of young professionals on the advertising industry with special guests interviews.

Continue to learn and create drawings on @spicytigerblam

This year I decided to challenge my passion for drawing and my fear of failing by starting an art Instagram account where I would regularly post my work.