



HARLEY GARNER
STRATEGIST

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Experience

DigitasLBI San Francisco *January 2017 - Present*
Associate Creative Strategist

Conducted research, uncovered insights, wrote creative briefs and developed social strategies for PlayStation social campaigns, including Remastered Games and PlayStation™Vue. Oversaw PlayStation's CRM and VR social listening efforts using Spredfast, MRI, and spending way too much time on Reddit. Led eBay's 2017 Collectible vertical communications and messaging initiatives. Upped my nerd game hard.

FCB/West *September 2016 - December 2016*
Strategy & Planning Intern

Assisted Planning Director and CSO on Clorox Master Brand qualitative and quantitative research by helping lead focus groups and uncovering insights. Researched a lot about Millennial dating for Levi's, lead competitive research for Ghirardelli Chocolate, and assisted in new business prospecting.

Allen Hall Advertising *June 2015 - June 2016*
Strategist/Strategic Planner

Student-run agency with clients including The Eugene Generals, Oregon NVC, The City of Cottage Grove, and Oregon Track Club. Conducted secondary and primary research and developed strategies, identities and messaging from patterns and truths in qualitative and quantitative research.

Study

University of Oregon
Class of 2016
School of Journalism & Communications: Advertising

Who

Simplicity is key, clutter is chaos

I live for creating stuff
Stuff is good
People like stuff

Flannels
Sarcasm
Drop Top Amber Ale

How

WARC | Mintel | MRI

Apple Keynote | Microsoft Excel

Adobe Lightroom 5 | Adobe Photoshop CC
Adobe Illustrator CC | Adobe InDesign CC

Canon 5D Mk III + 35L + 25/105L

Speedy relaxing drives in my Mini Cooper

People

Lydia Kim
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