

# Colleen Cass

Strategist

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## Experience

### **Anomaly- ACE (NYC)**

Associate Strategist (August 2017-Present)

Created digital and social strategies for a variety of clients focusing on entertainment and content creation.

### **MRY (NYC)**

Strategy Intern (June 2017-August 2017)

Assisted in brand creative strategy for several clients and presented trend updates weekly. Collected information for digital platforms and content. Wrote creative briefs for client projects.

### **Upstream Agency ( National Student Advertising Competiton)**

Strategist (August 2016 -June 2017)

Collaborated with a team of 20 to create a campaign plans book and presentation for Tai Pei Frozen Asian Food. Conducted research, surveys and created briefs with a team of five strategists.

### **Warner Bros. Entertainment - The CW ( Los Angeles, CA)**

Digital Media Marketing Intern (June 2016 - August 2016)

Created and presented several projects to SVPs on OTT platform trends. Assisted in brainstorming sessions for social media content related to the CW and CW Seed. Worked on FB Live Comic-Con projects resulting in 90k+ views and impressions.

### **2AdPro (Chennai and Bangalore, India)**

International Marketing Intern (June 2015 - August 2015)

Composed case studies for clients (Macy's, Lenovo, Fairfax Media). Utilized Google Adwords to analyze target audience for weekly report. Organized the company's annual charity program for local orphanages, collecting a record 2500kgs of dal, oil and sugar.

## Leadership

### **Flock**

February 2018- Present

Member of an organization that supports UO alumni female empowerment. Created and leads a bi-monthly bookclub.

### **Mortar Board**

January 2017- June 2017

National Honor Society recognizing seniors for scholastic achievements, leadership, and service pursuits.

### **Gamma Phi Beta ( Nu Chapter)**

September 2013- June 2017

Safety and Wellness Chair.

Created annual safety program for organization of 180 women.

## Interests

Comedic improvisation/stand-up

Hatha yoga

Internet culture

Sketch writing

Sharing podcast recommendations

Disrupting my comfort zone

Reading and reviewing books:

(colleenscoolopinions.tumblr.com)

## Education

Fall 2013 - June 2017

### **University of Oregon**

BS. Journalism: Advertising

Minor: Business Administration

August 2015- December 2015

### **Study Abroad: London AHA**

British Politics and Culture