



STUART GOOD

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EXPERIENCE

MullenLowe | Junior Strategist

June 2017 - present, Winston-Salem NC
New Business, Ulta Beauty, CSX, NCEL, Upstream USA

- Research and creative projects for Frank About Women, internal consultancy for female-forward marketing
- Strategic planning for new business pitches
- Social media management and strategy for Ulta and CSX
- Social content creation for CSX and Upstream USA

Freelance | Brand Strategist

2017, Richmond VA

- Virginia Foundation for the Humanities rebrand
- Newport News Shipbuilding product launch
- Medical College of Virginia generic drugs campaign

Ogilvy | Digital Strategy Intern

2016, Washington D.C.
K12, Glenmorangie, Amtrak, Five Guys, Peace Corps

- Created and presented digital strategy for K12
- Compiled competitive analysis for Amtrak
- Analyzed key success metrics for Peace Corps rebrand

SKILLS

Research

focus groups | ethnographic interviews segmentation | data analysis | social listening

Strategy

creative briefs | positioning | competitive analysis | brand essence | deck storytelling and design | target profiles | comms planning

Programs

Adobe | Keynote | Final Cut Pro | Mintel | Simmons | Crimson Hexagon | Qualtrics | Survey Monkey

EDUCATION

VCU Brandcenter | 2017

M.S. in Business, Branding and Strategic Planning

Sewanee: The University of the South | 2015

B.A. in American Studies (cum laude)