

## EDUCATION

### VCU BRANDCENTER

M.S., Business  
Focus: Branding + Strategy  
2017

### VIRGINIA COMMONWEALTH

### UNIVERSITY

B.S., Communications  
Focus: Public Relations, Film, English  
2014

## ADD'L EXPERIENCE

Helping musicians build their brand, recognize outreach opportunities, and identify potential partnerships

Casting for MTV's True Life

Writing and developing a "dramedy" web series

Serving at an all-American family restaurant for 4 years

Curating a monthly playlist of pop music

## SKILLS

### STRATEGY

Brand Positioning, Brand + Cultural Analysis, Brief Development, Content Strategy, Comms + Media Planning, Digital Strategy, Social Strategy

### RESEARCH

Consumer Segmentation, Data Analysis, Discussion Guide + Survey Writing, Ethnographic Interviews, Market + Competitive Analysis, Social Listening

### TECHNICAL

Facebook Business Manager, MailChimp, Keynote, Adobe InDesign, Crimson Hexagon, Final Cut Pro, GarageBand, Simmons, G Suite, Qualtrics

## INTERESTS

### GUERRILLA FILMMAKING

Snapchat counts.

### POP CULTURE PHENOMENONS

Ask me about the "Kylie Jenner Bump." No, it's not a butt joke.

### STRESS CLEANING

The world is loud. Vacuum cleaners are louder.

## CONTACT

### PHONE

571-332-9693

### EMAIL

Mishaal.Abbasi@gmail.com

### TWITTER

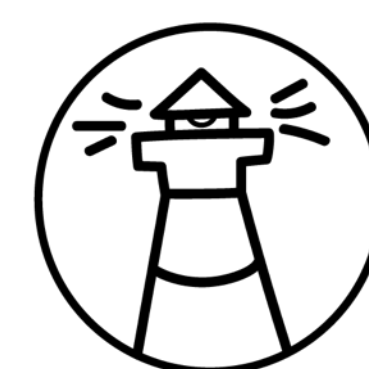
@WherelsMishaal

### PORTFOLIO

mishaalabbasi.com

# MISHAAL ABBASI

## STRATEGIST



## MOST LIKELY TO

### COMMUNICATIONS STRATEGIST // AUG 2017 - PRESENT // SAN FRANCISCO, CA

Bringing media thinking in early to inform audience opportunities, creative development, and media integration across communication touch points. Investigating CRM and email marketing opportunities for business development. Developing and managing media plans for SF Dept. of Environment and the SF SPCA. Assisting with day-to-day management of advertising to ensure appropriate delivery, reporting, and optimization. Learned that brand safety goes beyond blacklists, impact goes beyond impressions, and a big idea goes beyond a small budget.



## BUTLER, SHINE, STERN + PARTNERS

### BRAND STRATEGY INTERN // JUN 2016 - AUG 2016 // SAN FRANCISCO, CA

Developed social listening presentation for PowerBar. Collaborated with MINI account team to help with mobile/digital strategy development. Analyzed data to determine target opportunities for Tres Agaves. Worked on new business. Realized there are no right or wrong answers, only different perspectives – some just happen to be more informed than others.

Additional Accounts: Nature Made, Greyhound, Casper



## M MEDIA + MARKETING, INC

### ASST. MEDIA BUYER // DEC 2014 - DEC 2016 // RICHMOND, VA

Worked with radio representatives to respond to RFPs, curated media schedules, and condensed internal reports for Erie Insurance. Found that information is essential for people to think, while organization is essential for people to think clearly.



## VIRGINIA MUSEUM OF FINE ARTS

### MARKETING INTERN // AUG 2014 - DEC 2014 // RICHMOND, VA

Produced a few videos, designed press kits, and populated the editorial calendar for "Forbidden City" exhibition. Uncovered that the difference between art and design comes down to executing on emotion vs. executing on thought.



## TIME WARNER CABLE

### DIGITAL EDITORIAL ASSOCIATE // JUNE 2014 - AUG 2014 // WASHINGTON, D.C.

Curated daily homepage content, consisting of celebrity gossip and hard-hitting news. Binge-watched Netflix Originals and network TV premiers to write reviews. Some were published, some were not.