

MISHAAL ABBASI

STRATEGIST



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

Founding partner for Deep Cutters – an award honoring creative marketing in the music industry

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, Project Mgmt.

RESEARCH

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

TECHNICAL

Keynote, Adobe InDesign, Crimson Hexagon, Final Cut Pro, Facebook Ad Manager, MailChimp, 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

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PORTFOLIO

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UNCOMMON BOLD



BRAND STRATEGIST // JAN 2018 - PRESENT

Conduct and translate research to inform brand development, content strategy, and communication materials for startups and B2B clients in digital health. Manage brand strategy workshops for startups. Write POV and thought leadership content for clients on topics ranging from physician burnout to blockchain in healthcare. Coordinate project details with freelancers to stay on track and under budget. Found that just because something is complex doesn't mean it has to be boring.

FREELANCE



STRATEGIST & RESEARCHER // JUNE 2017 - PRESENT

Providing cultural, consumer, and competitive research/analysis to inform brand, design, and new business projects. Uncovered that half the battle of getting work done is understanding how people work. Clients: TripActions, Paypal, SFMOMA, Credit Sesame, Astro Cooler, Bank of The West, Milliman

MARKETING MIXTAPE



STRATEGIST // MAY 2017 - PRESENT

Helping artists build their brand, identify potential partnerships, and recognize outreach opportunities in order to reach fans more effectively, attract press attention, and maintain a digital presence. Learned that being busy does not guarantee being successful.

MOST LIKELY TO



COMMUNICATIONS STRATEGIST // AUG 2017 - DEC 2017

Brought media thinking in early to inform audience opportunities, creative development, and content integration across communication touch points. Investigated CRM and email marketing opportunities for business development. Developed and managed plans for SF Dept. of Environment and the SF SPCA. Understood 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

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 tequila. Worked on new business. Realized there are no right or wrong answers, only different perspectives – some just happen to be more informed than others.

M MEDIA + MARKETING, INC



ASST. MEDIA BUYER // DEC 2014 - DEC 2016

Worked with radio reps to manage RFPs, curate media schedules, and condense internal reports for Erie Insurance. Found that information is essential for people to think, while organization is essential for people to think clearly.

TIME WARNER CABLE



DIGITAL EDITORIAL ASSOCIATE // JUNE 2014 - AUG 2014

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.