

george.

creative brand strategist

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2017

VCU Brandcenter

Master of Science, Creative Brand Management

2012

Rhode Island School of Design

Bachelor of Fine Arts, Furniture Design

Concentration in Art History

work experience

Spring 2017

Capstone Project

La Colombe Coffee Roasters • Philly

developed product marketing, positioning, and partnership strategy for the canned Draft Latte; delivered creative pitch to the client

Summer 2016

Strategy Intern

72andSunny • LA

got busy with the Google strategy group on brand and comms planning clients: Google, Target, Activision, Netflix, and the City of LA

2013 - 2014

Planner

Vitsoe • NYC

consulted and planned furniture systems; co-managed NYC showroom clients: Cooper Hewitt Design Museum, Chuck Close, Adam Driver

2012 - 2013

Project Manager

Jr. Designer

Haas Brothers • LA

managed client relationships, creative direction + studio production clients: LVMH Group, Versace, Prettybird Productions

tools

Creative

Id • Ai • Ps • Pr

Management

Trello • Slack • Basecamp

Data

Simmons • Tableau • Excel

Design

Design thinking

Prototyping

Digital modeling

skills

Soft | communicating

- creative brief writing
- project management
- pitch design + structure
- client presentation

Hard | thinking

- brand strategy + positioning
- market segmentation
- research: quant + qual
- brand analytics

Life | being

- **sailboat craftsman** - labor of love, a work-in-progress
- **serial reader** - diehard veteran 'New Yorker' subscriber
- **true water sign** - as a Scorpio, it is only natural that I mastered waterskiing by five; still trying to master surfing and the backstroke