

Hello!

I'm a senior brand strategist with nearly a decade of experience and a passion for tackling big challenges. I guide brands towards their fullest potential by putting a lens on consumer trends, internal culture and combining rigorous research with an intuitive vision.

RELEVANT EXPERIENCE

Senior Strategy Consultant | New York, NY | April 2016 - Present

Clients | Wolff Olins, Faith Popcorn, Stylus, Pure Growth, REOL

Brands | L'Oreal, TE Connectivity, Jockey, Commercial Real Estate Firms

- Conducted stakeholder interviews and presented findings and trends materials for a client-facing brand transformation workshop.
- Researched, wrote and presented consumer trends presentations for innovation and brand positioning initiatives.
- Lead internal re-positioning in partnership with senior leadership that included employee engagement initiatives and collaborating with design on visual identity for real estate-focused website design firm.

Strategist | POSSIBLE | Seattle, WA | January 2015 - March 2016

Brands | Microsoft, Coca-Cola, Susan G. Komen, AT&T, Pella

- Led brand development, tone of voice, content strategy and creative strategy for Microsoft OneNote.
- Led strategy (activations and influencer) for Microsoft's award-winning "The Collective Project" student campaign.
- Supported strategy director in winning pitch for Susan G. Komen.

Strategy Consultant | New York, NY | March 2011 - December 2014

Clients | R/GA, Rokkan, Sid Lee, Grey, JWT, Razorfish, Fathom + Hatch

Brands | MasterCard, PUMA, Google, Facebook, Hyatt, Unilever, Nestle

- Developed campaign strategy, assisted with creative development and prepped senior leadership team for winning, global PUMA pitch. Collaborated with global offices on pitch and campaign positioning.
- Conducted global stakeholder interviews on innovation projects in pharmaceuticals, CPG and hospitality.
- Conducted and analyzed consumer research including one-on-one's, focus groups, man-on-the-streets and digital diaries.

Art Buyer to Assistant Account Planner | Unit 7 | New York | 2007 - 2010

Brands | Pfizer, Shire, MasterCard

- Expanded role from art buyer to assistant account planner.

SELECT BRANDS

L'Oreal • Google • Microsoft •
PUMA • Hyatt • AT&T • Susan G.
Komen • MasterCard • Unilever

AWARDS + RECOGNITION

- Gold Lion - Health Cannes for Microsoft "Collective Project," POSSIBLE, June 2015
- Shortlist - The Admap Prize Essay Contest / Warc for, "How Are Brands Built In the Digital Age," June 2014

EDUCATION

- Miami Ad School Planning Boot Camp, San Francisco, CA, Fall 2010
- Skidmore College, Bachelor of Science, Studio Art / Art History, Saratoga Springs, NY, May 2003
- Skidmore in Paris / Syracuse in Florence, Fall 2001 - Spring 2002

VOLUNTEER WORK

- SheSays NY, Writer / Editor of newsletter, 2013 - Present
- Engineers Without Borders New York, Marketing Committee, 2016 - Present

PROJECTS + INTERESTS

- Portrait + Getty Images stock photographer | 2013 - Present
- Blogger at Curiosity Matters | 2007 - Present

CONTACT INFORMATION

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