

# CZI STRATEGY LEAD

GETTING TO THE WHY | MEET MOLLY AAKER



## 1

### **Why Wolf & Wilhelmine?**

#### **Agility + instinct**

As a strategy consultant, it is my job to very quickly understand the challenge, how to tackle it and how to add instant value to the team. And I've done this by jumping in where needed, digging into the nitty gritty or organizing a plan of action. I'm comfortable with an environment that is ever-changing and whose strategic tasks sometimes have little precedent and am always looking for a better way.

## 2

### **Why CZI?**

#### **Strategy as a means to help people**

As naive as this may seem, one of the reasons I switched into strategy from print production was that I saw it as a means to help people. I've continued that approach in my career, having worked on projects that touch on education, non-profits or even simply insisting on bringing diversity into the research or execution phase. I've also volunteered as the writer / editor of the SheSays newsletter for the past five years, and have extensive experience guiding engineers on how to tell their story as a volunteer on the marketing committee of Engineers Without Borders New York. I jump at the opportunity to apply my experiences and knowledge towards CZI.

## 3

### **Why full time?**

#### **Sharing my knowledge with the pack**

Having spent the last few years consulting, learning from some great minds at places like Wolff Olins, Faith Popcorn and various digital agencies, I'm eager to share what I've learned with younger strategists. I'm also excited to help contribute to the Wolf & Wilhelmine culture and help it grow. I've been a lone wolf for a while and I'm thrilled to be part of a pack again.



# MOLLY AAKER

## BRAND STRATEGIST

### Hello!

Brand strategist with nearly a decade of experience. Led background research and co-wrote creative brief that led to a global PUMA pitch win, gained my integrated-campaign-strategy-stripes on Microsoft OneNote's Cannes-winning, viral campaign and fosters everyday wins with collaborations and inspiration for creatives and clients.

**SENIOR STRATEGIST** | CONSULTANT | New York, NY | April 2016 - Present

**Agencies** | Wolff Olins, Jones Knowles Ritchie, Faith Popcorn, Stylus

Developing positioning, creative strategies, consumer and cultural insights across a wide range of categories and strategic challenges.

- Presented client, category and consumer diagnostic for client workshop through stakeholder and consumer interviews in entertainment category.
- Led repositioning and visual rebrand of B2B digital marketing agency that resulted in ten leads and one new business win in first four months.
- Researched and wrote trends deck in beauty category presented to brand leads at leading beauty company.

**VOLUNTEER** | New York, NY

- Interviews agency leads and members as the newsletter writer / editor of She-Says NY, award-winning global network organization focused on advancement of women in the creative industries. (2013 - Present)
- Marketing expert and committee member of Engineers Without Borders New York, Marketing Committee. (2016 - Present)

**STRATEGIST** | POSSIBLE | Seattle, WA | January 2015 - March 2016

- Strategist (activations and influencer) for Microsoft's Gold Lion-award-winning "The Collective Project" campaign which generated over 75 million views, 2 billion impressions globally, won POSSIBLE's first Gold and Bronze Lions and provided attention to student-run non-profit organizations chosen by campaign.
- Supported strategy director in winning pitch for Susan G. Komen, a strategy that continues to guide marketing efforts today.
- Led brand development, tone of voice, content strategy and creative strategy for Microsoft OneNote that grew social channels by 200%.

**STRATEGIST** | CONSULTANT | New York, NY | March 2011 - December 2014

**Agencies** | R/GA, Rokkan, Sid Lee, JWT, Razorfish, Fathom + Hatch

- Developed campaign strategy, assisted with creative development and prepped senior leadership team for winning, global PUMA pitch that continues to inform their [brand positioning today](#).
- Conducted global stakeholder interviews on innovation projects in CPG, hospitality and pharmaceuticals.
- 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, NY | 2007 - 2010

**Brands** | Pfizer, Shire, MasterCard

- Expanded role from art buyer to assistant account planner.

**TEMP OFFICE ASSISTANT** | TED | New York, NY | January 2007 - June 2007

- Assisted growing startup in wide variety of tasks including managing the office and helping marketing, sponsorship and content development teams

### SKILLS & EXPERTISE

- Consumer and trends analysis
- Positioning
- Creative strategy & development
- Market & competitive analysis
- Qualitative & quantitative research development and analysis
- Strategy for digital activations and experiences
- Talking to strangers
- [Sharing insights](#)
- [Street photography](#) / trends spotting

### SELECT BRANDS

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

### AWARDS

- 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

### PROJECTS & INTERESTS

- Portrait + [Getty Images](#) stock photographer | 2013 - Present
- Blogger at [Curiosity Matters](#) | 2007 - Present

### EDUCATION

- Miami Ad School Planning Boot Camp, 2010
- Skidmore College, B.S., Studio Art + Art History, 2003

### CONTACT INFORMATION

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