

CARLY HARRISON

STRATEGIST

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EDUCATION

VCU Brandcenter // 2018

Richmond, VA

MS in Business Branding // Strategy
2018

Favorite Projects

Spotify

Won in-school competition by creating an interactive interface that connects passive listeners to the stories behind music.

Subculture Study

Interviewed and studied competitive orchid-growers.

James Madison University // 2016

Harrisonburg, VA

BBA in Business // Marketing
Minor in Writing, Rhetoric, and
Technical Communication

SKILLS

Strategy—

Creative Brief // Positioning // Brand
Story // Competitive & Situation
Analysis // Comms Planning

Research—

Segmentation // Surveys & Discussion
Guides // Interviews & Focus Groups //
Social Listening // User-testing

Technical—

Keynote // Microsoft Excel // Adobe
Creative Suite // Final Cut Pro //
Simmons // Crimson Hexagon

WORK EXPERIENCE

AKQA // Strategy Intern

Washington D.C. // June 2017–August 2017

DC Diaper Bank—Summer Intern project

- Distilled the brand's mission into digital and content strategies to create bonds of empathy between givers and receivers of DC Diaper Bank
- Conducted ethnographic research and developed in-depth audience profiles

Verizon

- Wrote user testing scripts to assist in final phase of product testing
- Researched retail trends and presented key insights to internal team to inform product development

Perks—people watching along the Georgetown waterfront, working on a team of powerful women

Rugged Races LLC // Event Production Intern

Boston, MA // May 2015–August 2015

Rugged Races (a Mark Cuban Company) puts on 40+ events each year across North America and is most popular for its Rugged Maniac 5K Mud/Obstacle Race and Costume Dash 5k.

- Managed event operations which included volunteer training
- Planned events in Seattle, Los Angeles, and the Twin Cities by contacting and negotiating with vendors
- Helped optimize branding at race and festival venues by offering new ideas to enhance event flow and experience

Perks—playing in mud and traveling to Calgary, New York City & Denver

Adventure Program at JMU Recreation // Lead Team Facilitator

Harrisonburg, VA // November 2013–June 2016

TEAM is an outdoor low/high ropes course and zip line designed for team building programs.

- Trained 20 new staff members through 65 hours of facilitation, team building, and debriefing techniques
- Designed programs tailored to participating groups goals & characteristics
- Managed 6 facilitators while leading team building programs ranging from groups of 8-150 participants

Perks—zip lining, watching beautiful sunrises & sunsets, meeting new people with every program

ABOUT ME

Skier // Runner // HGTV-aholic // Amateur Chef // Violinist // Playlist Guru