

CHELSEA SAMS

BRAND STRATEGIST

chelsea-sams.com // 304.210.2213 // chelseasams33@gmail.com

EDUCATION

VCU Brandcenter
M.S. Brand Strategy
GPA - 3.5
08.2016 - 05.2018

West Virginia University
B.S. Journalism
GPA - 3.5
08.2010 - 05.2014

WHEELHOUSE

Strategy

- / Strategic briefs
- / Brand positioning
- / Competitive audits

Research

- / Field study
- / Survey design
- / Social listening
- / Discussion guide composition
- / Focus group moderation
- / Secondary (Mintel, Nielsen, etc.)

Tools

- / Adobe CS6
- / Keynote
- / Salesforce
- / Simmons

Bonus

- / Presentation
- / Deck Design

ABOUT

Tattoo enthusiast
Horror buff
Dancing machine
Sweet tea connoisseur
Fan of cursive writing

EXPERIENCE

Digitas
Associate Creative Strategist
Chicago, IL 10.2018 - Present

- / Helping to identify opportunities, and develop global strategies for KitchenAid
- / Designing and executing research plans to further dimensionalize KitchenAid's target
- / Constantly searching for inspiration and providing those pieces to our creative team
- / Leading bi-weekly strategy capability inspiration sessions

FCB
Strategic Planning Intern
Chicago, IL 06.2017 - 08.2017

- / Compiled research and developed concepts that informed client presentations
- / Supported FCB's Anheuser-Busch teams by preparing and presenting strategic briefs
- / Collaborated with my peers to further develop an existing campaign for a major client

Coca-Cola Refreshments
Account Manager
Pittsburgh, PA 05.2014 - 07.2016

- / Grew and maintained area accounts by uncovering opportunities that lead to 20% growth of multiple outlets
- / Negotiated and implemented contracts with new customers
- / Collaborated daily with merchandising, cooler services and distribution teams to ensure the success of both Coca-Cola and our customers

Writing & Reading Agency
Advertising Intern
Guangzhou, China 05.2013 - 06.2013

- / Assisted in planning web design
- / Produced advertisements placed on TaoBao.com (China's equivalent to eBay)
- / Improved communication skills while working in a foreign country