

CAITLIN BLUMER

Creative Strategist

CONTACT DETAILS

Phone: 605-760-3951
Email: Caitlin.Blumer@gmail.com
Location: New York, NY + Remote

ACADEMIC HISTORY

VCU BRANDCENTER

**Masters in Business,
Strategy & Branding**
Attended: 2015-2017

UNIVERSITY OF SOUTH DAKOTA

**B.S. Communications: PR &
Advertising; Political Science**
Attended: 2008-2012

CAPABILITIES

- Brand, creative, digital, & cultural strategy
- Qualitative research methodologies
- Creative & technical writing
- Audience personas & segments
- Trend identification
- Client & project brief management
- Brief & playbook development
- Public speaking & presenting
- Research tool capabilities
- Counsumer journey mapping
- Workshop facilitation
- 11 years of service industry experience
- Former athlete
- Dog breed aficionado
- Pop culture guru

PROFESSIONAL HISTORY

SPARKS & HONEY

SENIOR CULTURAL STRATEGIST
MAY 2023 - SEPT 2023 | New York, NY
Clients: Meta, Horizon Worlds, MetaQuest

MCGARRAH JESSEE

SENIOR STRATEGIST
SEPT 2021 - APRIL 2023 | New York, NY
Clients: Lyft, Patagonia, Deep Eddy Vodka, Frost Bank, Whataburger

FREELANCE

SENIOR STRATEGIST
NOV 2020 - DEC 2021 | New York, NY
Clients: SYLVAIN, Colgate, Hello, Toms, Amazon, Diageo, Kings County Supreme Court

BIG HUMAN

STRATEGY & PARTNERSHIPS MANAGER
OCT 2019 - NOV 2020 | New York, NY
Various Startups Including: HQ Trivia, MyMo, Topic, UrbanSpace, Subdial

R/GA

STRATEGIST
MAY 2018 - OCT 2019 | New York, NY
Brands: SiriusXM, Ally Bank, JP Morgan, Verizon, Goldman Sachs, New Business

ASSOCIATE STRATEGIST
JUNE 2017 - MAY 2018 | New York, NY
Brands: Bubly, Quaker Oats, Aveda, Verizon, Goldman Sachs, Ally Bank, New Business