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## Skills

### STRATEGY

User Personas  
Creative Briefing  
Comms Planning  
Brand Positioning  
Visual Storytelling  
Creative Problem Solving  
Competitive Market Analysis

### RESEARCH

Surveys  
Focus Groups  
1-on-1 Interviews  
Discussion Guides  
Man On The Street  
Segmentation Studies

### SOFTWARE

Helixa  
MRI/CMI  
Adstream  
Brandwatch  
Google Office Suite  
Adobe Creative Suite  
Microsoft Office Suite

### OTHER

Budgeting  
Scheduling  
Event Planning  
Team Leadership  
Social Media Management

## Recognitions

MAIP Fellow  
AIGA Chapter President - GMU  
AIGA Events Coordinator - GMU  
T. Howard Foundation Finalist  
WCHS Cheerleading Coach  
Black History In The Making  
2019 VCU Award Recipient

## Experience

### Creative Strategist FEB 2022-PRESENT

UNINTERRUPTED, SpringHill, & Hana Kuma

- Lead marketing and strategy development for internal brands converting data and insights into campaigns, brand positioning, content, experiences, and products
- Spearhead communications strategy and talent research for brands and content
- Author creative briefs that ensure brand objectives, illustrate insights, and inspire creatives
- Develop and present pitch decks for brand partnership-sponsored content
- Chair TSHC Black ERG by curating events and managing the annual budget

### Jr Brand Planner FEB 2020- FEB 2022

EP+Co

- Facilitated and analyzed ethnographic research for its influence on client business
- Created and curated daily agency briefings to deepen cultural connections, spark creative ideas, and grow the business of internal/external stakeholders
- Led communications and built audience across owned social channels
- Researched cultural moments and trends relevant to client business
- Increased agency cultural currency by co-founding ERG for black employees
- Collaborated to create a framework for Community Management department

### MAIP Fellow Planning Intern June- Aug 2018

Hill Holliday- Cosentyx, Kay Jewelers, and Bank Of America

### Graduate Assistant Aug 2017 -May 2019

VCU Globe

### Business & Graphic Design Teacher Aug 2014 - June 2017

Teach For America 2014 Corps Member  
Warren New Tech High School

### PR & Graphic Coordinator May 2013 - June 2014

Chase Dreams Not Boys

## Education

Virginia Commonwealth University (VCU) Brandcenter May 2019

M.S. Business I Branding Strategy

George Mason University (GMU) May 2014

B.A. Arts & Visual Technology Graphic Design

Minor Business & Communications

## Notable Accounts

Lionsgate  
Target  
Walmart  
Paramount  
Essence Festival

## Ask Me About

How To Increase Your Brand's Cultural Currency  
Surviving A Squirrel Attack