

CHRISTIAN CLAY / STRATEGIST

EXPERIENCE

TBWA\CHIAT\DAY LA

Los Angeles, CA
Summer 2013

Account Management/Planning Intern

Crate&Barrel / Johnson & Johnson / Gatorade
Weekly competitive tracking reports
The Pirate School training program

BANDITO BROTHERS

Los Angeles, CA
Summer 2013

Commercial Production Intern

Visual research for look-books
Edited spec spot videos
Commercial pre-production

NVIDIA

Shanghai, China
Summer 2012

Marketing Intern

Learned about China's DIY computer culture through in-store interviews and secondary research.
Assembled findings into a final presentation to the head of marketing.

EDUCATION

VCU BRANDCENTER

May 2016
M.S. Business
Strategy Track

HAVERFORD COLLEGE

May 2014
B.A. Psychology
Minors: Chinese, Film Studies
Varsity Lacrosse Captain

THINGS I CAN DO

Qualitative & Quantitative Research
Brand Positioning
Target Segmentation
Brand Essence Videos
Presentation Design
Adobe Creative Suite
Final Cut Pro X
HTML 5 / CSS

STRATEGY

GARBAGE

There is something beautiful about garbage - trash cans that overflow with everyone's "waste". Papers, notes, scraps, leftovers we toss aside after they are of no longer use to us.

But our garbage actually says a lot about us.

Our garbage is our failed attempts at cooking, our dumb Post-It note ideas, the one piece of floss we used because our dentist appointment is tomorrow, the old sneakers we didn't want to let go of until the soles fell off, and that box of lettuce that went bad because we were supposed to eat healthy this week right?

Despite how personal our garbage is we neglect its existence.

We don't take photos of our garbage and put them on Instagram. The scraps and Post-it notes don't contain the choice words of our photoblogs. Our garbage isn't crafted, designed, or branded. It is uninhibited, honest, and...insightful.

Like a good strategy.

Our garbage describes us better than we ever can (and in far fewer words), so let's dig through my garbage and see what we can find.

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