

# CHRISTIAN CLAY / STRATEGIST

christianclay.io  
christianandrewclay@gmail.com  
(302)547-8964

## STRATEGY

### GARBAGE -

You know how on those crime shows they always seem to find the key that unlocks the whole case in a neighbor's trash can or a back alley dumpster?

On the show it might seem farfetched, but when you think about it, our garbage explains a lot about us.

Our garbage cans sit next to our desks, under sinks, and in garages, overflowing with our failed attempts at cooking, our dumb Post-It note ideas, and our former favorite pairs of sneakers. Single pieces of floss (because our dentist appointment was this week) wrap old boxes of lettuce that have gone bad despite our attempts to eat healthy.

No matter 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 or focus groups. Our garbage isn't crafted, designed, or branded. It is uninhibited and honest.

Our garbage describes us better than we ever can (and in far fewer words). So if we really want to get to know ourselves or others, we should take a look inside the garbage. When I looked inside mine, here were a few things I found.



## EXPERIENCE

### GENERAL ASSEMBLY

Stone Harbor, NJ  
Summer 2015

#### Front-End Website Development

Waited tables, learned how to code, and threw out many wireframes. As a result, I coded my own portfolio website. It's not fun being wrong, but when you code the code is never wrong...ever.

### TBWA\CHIAT\DAY LA

Los Angeles, CA  
Summer 2013

#### Account Management/Planning Intern

Crate&Barrel / Johnson & Johnson / Gatorade  
Learned more about home decor than I ever thought I'd know. Explored the role technology plays in the sports beverage category. Despite my athletic career being over, my garage always has an empty Gatorade bottle in it.

### BANDITO BROTHERS

Los Angeles, CA  
Summer 2013

#### Commercial Production Intern

Played on the other team for a summer. Got an inside look at all the moving parts of commercial pre-production. Learned that no matter how much you plan, sometimes the plan gets thrown out on set.

### NVIDIA

Shanghai, China  
Summer 2012

#### Marketing Intern

I used my working Mandarin to interview store clerks who work in Shanghai's 4-story computer malls. In China, many people assemble their own computers from scratch. I learned that with computers, the stuff you don't see is often the most important.

## EDUCATION

### VCU BRANDCENTER

May 2016  
M.S. Business  
Strategy Track

### HAVERFORD COLLEGE

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