

Gwen McCarter

The PARAGRAPH Project

Summary

We are, at times, a strange brew. But this is what works for us — and inevitably, it works for our clients. The types of people who work at PARAGRAPH are strategists, anthropologists, artists, engineers, entrepreneurs, negotiators, students and builders. Herein lies our value. We are able to look at problems from many different perspectives and apply this diverse point of view to solutions for our clients.

When we respond to a client's brief we don't just think about the research they want to do. We think about their business and marketing objectives. Then we step back and think: how can we help them get there? Often, the answer is to blend the client's proposed methodology with one of our custom "research experiments." We believe that you get the best results and the freshest insight when you attack a problem from multiple angles.

How do we know? Because we used to be in the trenches, too. We've worked as strategists, planners, managers, art directors and designers in traditional settings. And now we work as a seamless extension of your strategy department. And we work to infuse the strategy process with unbridled creativity. We're happy to be white-labeled or just work in the background. It doesn't matter to us. Our job is to simply help you make your team's creative execution the best, most insightful work possible — no matter what it takes to get there.

CLIENTS INCLUDE: Lowe's, Schlitz, Nationwide, JCPenney, vert & vogue, Best Buy, Target, Google, Boar's Head, ESPN, Starbucks, Microsoft, Red Hat and Daylight

Specialties: cultural trends / consumer anthropology / consumer insights / marketing strategy / marketing research / connection planning / brand planning / German language / Arabic language (MSA) / writing / editing

Experience

Associate Partner, Insights Director at The PARAGRAPH Project

August 2010 - Present

Insights creatively pursued, applied and packaged.

Research Assistant at Duke University

December 2009 - August 2010 (9 months)

Assisted with Title VI and terrorism-related grants for the Center for South Asia Studies.

Teaching Assistant at Duke University

January 2010 - May 2010 (5 months)

Course: "Advertising and Society"

Research Assistant at Harvard Kennedy School of Government

May 2007 - August 2009 (2 years 4 months)

Head Course Assistant in Spring and Fall 2007 for Kennedy School of Government / Divinity School course, "Religion and International Affairs."

Based at the Belfer Center for Science and International Affairs. Main tasks included editing and helping to write publications; compiling syllabi; acting as conference rapporteur; acting as Head Course Assistant in Spring and Fall 2008; and assisting with Initiative on Religion in International Affairs and with article on religion and violence.

Research Assistant

September 2006 - August 2007 (1 year)

Based at Harvard's Center for Middle Eastern Studies. Completed research for the Center's Islam in the West program, editing and contributing to its book project: Encyclopedia of Islam in the United States (Greenwood Press, 2007).

Teaching Assistant

2005 - 2006 (2 years)

Teaching Assistant for courses in Eastern Religions from June to August in 2005 and 2006. The Duke Talent Identification Program (TIP) is a summer academic/residential program for gifted youth. Worked with teenagers aged 14-16.

Co-Editor of Nation and World

December 2003 - May 2004 (6 months)

Co-edited the international page of the University of Virginia's student-run newspaper, The Cavalier Daily. Elected position.

Education

Harvard University

MTS, Islamic Studies, 2006 - 2008

Duke University

Ph.D. Studies, Cultural Anthropology

Dhofar University

Advanced Arabic

University of Virginia

B.A., Religious Studies, German, 2002 - 2006

Activities and Societies: Student government – International Residential College (2002-2004; 2005-2006) Vice President – German Society (2003-2004)

Albert-Ludwigs-Universität Freiburg im Breisgau

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[Contact Gwen on LinkedIn](#)