

JACKIE OLSON

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Experience

Creative Strategy Intern

Brädo Creative Insight – St. Louis, MO

May 2017 to Aug. 2017

- Draft insights and analyze data on focus group sessions.
- Write discussion guides and program questions for online focus groups.
- As a client-facing employee, participate in proposal and debriefing calls.
- Receive training on how to effectively moderate and analyze focus groups and in-depth interviews.
- Present findings on private label trends achieved through secondary and primary research to the company.
- Write kickoff docs and reports.
- Work with various research platforms, including Decipher, Remesh, GroupSolver and Revelation.

Account Planner

MOJO Ad – Columbia, MO

Aug. 2016 to May 2017

- Collaborate with a team of 11 to produce a fully integrated campaign for Ocean Spray and a research booklet on the young adult market.
- Create and administer qualitative discussion guides and projective exercises to determine the attitudes, behaviors and beliefs of 18-to 24-year-olds regarding cooperative corporations.
- Uncover consumer insights based on the qualitative responses of more than 30 focus group and in-depth interview participants and the quantitative responses of more than 400 survey respondents using Qualtrics.
- Establish team strategy and represent the voice of the consumer in agency work by writing creative briefs and guiding strategic decisions.

Marketing & Strategy Intern

Design Resource Center – Naperville, IL

June 2016 to Aug. 2016

- Create and present a new business proposal to executives at an international brand.
- Generate new business by meeting with clients and reaching out to potential leads.
- Understand the motivations of allergy-conscious consumers by conducting primary research involving in-depth interviews, store audits and social listening on consumer packaged goods.
- Construct a strategy platform for a national brand's packaging refresh using Keynote.

Education

Strategic Communication BA, MA

University of Missouri – Columbia, MO

Aug. 2013 to May 2018

- Earn undergraduate and masters degrees in Strategic Communication through the School of Journalism.
- Minor in Business and Leadership & Public Service.
- Maintain good standing in the Honors College and on the Dean's List for four years.

Leadership

Director of Operations

MOJO Ad – Columbia, MO

Aug. 2017 to May 2018

- Organize deadlines, grading systems and events for a student-led advertising agency in the Missouri School of Journalism.
- Serve as a copy editor and fact checker as necessary.

President

University of Missouri Rowing Team – Columbia, MO

May 2015 to May 2016

- Lead a team of 15 to 20 students in rowing practices and competitions taking place up to 500 miles away.
- Raise funds for, purchase and operate equipment such as trailers, trucks and racing shells.
- Establish and maintain positive working relationships with coaches, landowners and school administrators.