

## Education

UCLA, MFA

Film & TV - Screenwriting

LSU, BFA

Creative Writing

Design Thinking

Analytics Sprint workshop facilitator

## Work Experience

Creative Strategist

Freelance

2022 - 2023

Solutons Strategist Nerdery

2021 - 2022

Pitch and Proposal lead for net new business

- \$12M new business won in 2021-2022

RevUnit

VP Design

2019 - 2020

Leading a team of twenty-four designers to build digital products for the world's leading companies: WalMart, Zappos, HEB, AVP

Cooper Labs

Design Strategy

2018 - 2019

- Create, test, and experiment with new and disruptive ideas

Sr Mgr Creative

LEGO Group

Strategy

Core member of global strategy team focused on innovating

2016 - 2018

brand and products for the world's most beloved brand.

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Global brand campaign for Star Wars partnership

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US activations for overall LEGO brand

Director  
Digital Strategy

Ansira  
2015 - 2016  
Integrated digital campaigns and CRM for national brands.  
Sr Digital Strategy

The Richards Group  
2010 - 2015  
Digital strategy lead for various national clients across diverse industries  
Brand Strategist

TBWA\Chiat\Day, Los Angeles  
2006 - 2010  
Planning and business intelligence research for global brand agency and clients

#### Projects/Clients

LEGO AAA Insurance Cooper Labs

Challenge: Kids love LEGO Challenge: Trusted legacy Challenge: Reduce amount of but they don't play with brand was losing market share time call center staff spent per bricks anymore. to innovative competition. customer without compromis.  
ing service.

Outcome: User research and Outcome: Digital strategy design workshops that pivoted tied to integrated campaign Outcome: Built a sales desk global product strategy to that relaunched AAA brand platform that reduced average incorporate tech/digital play as a trusted on-demand helper time per call by 30%. appeal. across all channels.

Reunion Tower Samsung Gatorade

Challenge: Launch a unique Challenge: Break through Dallas experience that entices electronics in crowded retail advertising clutter with locals and visitors. spaces. compelling content and media.

Outcome: Experience design Outcome: Created store-Outcome: Delivered research activation with architecture, within-a-store to deliver and insights to support a digital immersion, and brand memorable hands-on story driven campaign that was extensions to create a new experiences within retail launched across digital plat-iconic presence in DFW. partners' spaces. forms to target online content audiences.

anhta10000@gmail.com

linkedin.com/in/anhtaisyourfriend

## About Me

Product marketing leader with over 15 years of experience in translating customer insights into successful marketing strategies. Expert in go-to-market (GTM) planning, product launches, and leading cross-functional teams to execute end-to-end marketing campaigns. Customer-centric, with a focus on leveraging research and data to inform marketing initiatives and drive business results. Proven ability to deliver innovative solutions and marketing strategies for global brands such as LEGO, Walmart, and AAA.

## Education

UCLA, MFA

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Creative Writing

## Skills

SQL & Python Workshop Facilitation Product Marketing Strategy GTM Planning Customer Research & Data Analysis Journey Mapping

## Product Marketing Experience

Innovation Strategist 2022 - Current

Solutions Strategist 2021 - 2022

VP Design 2019 - 2020

AVP Design Strategy 2018 - 2019

Senior Manager Creative Strategy 2016 - 2018

Director

Digital Strategy

2015 - 2016

Digital Strategist

2012 - 2015

Brand Strategist

2006 - 2012

## Freelance

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Customer Insights to Product Strategy: Led customer interviews, surveys, and data analysis to inform product marketing strategies and guide product development. Helped clients refine their offerings to meet customer needs.

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GTM & Product Launches: Developed go-to-market strategies and launched new products for clients in industries like telecom and retail. Owned the product adoption roadmap and led efforts to optimize customer experience.

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End-to-End Campaigns: Managed marketing campaigns, from initial strategy through to execution and post-campaign analysis. Collaborated with creative and design teams to ensure customer messaging was clear and effective.

## Nerdery

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Pitch and Proposal Lead: Secured \$12M+ in new business by leading pitches and proposals for innovative digital solutions across various industries.

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GTM & Campaign Execution: Guided the development of product marketing campaigns, aligning them with customer insights and market trends. Collaborated with cross-functional teams to ensure seamless execution.

## RevUnit

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Customer-Focused Product Marketing: Led team of 24 designers in creating digital products for global companies such as Walmart and Zappos. Ensured that product marketing strategies were deeply rooted in customer research.

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Cross-Team Leadership: Collaborated across departments to align product marketing strategies with broader company goals and customer needs.

## Mr. Cooper

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Customer-Centric Insights: Conducted market research and customer studies to inform product and marketing strategies for a new sub-brand launch.

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GTM & Feature Launches: Led feature launches and adoption initiatives, using customer insights to shape marketing campaigns, content and product messaging.

## LEGO

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Global Product Strategy: Developed and executed product marketing strategies for LEGO's US and global markets. Used customer insights to address challenges to the product portfolio--the digital transformation of play and its impacts on a plastic toy.

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Star Wars Global Partnerships: Led the global communications strategy for LEGO Star Wars product line. Ensured alignment with partners, including Disney, Lucasfilm, ESPN, and other global market partners.

## Ansira

- CRM: Led the integrated marketing and CRM for national brands, including Domino's and Chik-fil-A.

## TRG

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Digital Marketing & Product Strategy: Created digital marketing strategies for clients like AAA, Home Depot, and QuikTrip. Focused on customer insights to inform product marketing and drive customer engagement.

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End-to-End Campaign Management: Led the development and execution of digital extensions for creative campaigns, ensuring alignment with brand and customer needs.

TBWA\Chiat\Day, Los Angeles

- Creative Brand Strategist: Creative and business intelligence insights development for global brands.

## Contact

anhta10000@gmail.com

[www.linkedin.com/in/anhtaisyourfriend](http://www.linkedin.com/in/anhtaisyourfriend) (LinkedIn)

## Top Skills

SQL

Python

QGIS

CSS

## Languages

Vietnamese

## Certifications

TEFL

Fundamentals In Design Thinking

Introduction to 3D Animation(Cinema 4D Basecamp)

## Publications

Perceptive Media, the Future of Targeting and Personalization

Anh Ta

Author of \* Innovation Strategy, Brand Strategy, Pitch and Presales Strategy \* CX Consultant | Customer Journeys \* | Design Thinking, Workshop Facilitation

Las Vegas, Nevada, United States

## Summary

“Before examining the problem of truth and falsehood, it is necessary to examine the problem of the attitude and method.” — Thich Nhat Hanh With over 15 years of experience as a strategist, I help clients design and deliver engaging and meaningful experiences for their customers and

stakeholders. As a passionate storyteller, I believe in the power of narratives to inspire, inform, and connect people.

Experience

Freelance

Innovation and Brand Strategist

April 2018 - Present (6 years 6 months) Remote

I deliver hands-on deliverables from the individual contributor level to the senior leader level. I design research, conduct user/consumer/customer insights activities, facilitate fun workshops, and provide strategic oversight of all activities to ensure things ladder up to overall business goals.

2023: CX consultant • Strategic implementation of CX best practices • Proposals for new business CX strategies • Presales strategy engagements

2022: Strategist assisting a US-leading telecom • Design diverge-converge workshops • Design and conduct customer insights research • Consult on CX platform implementation

2021: Innovation and brand strategy of a global travel OTA • Design and conduct customer insights research • Planned and conducted innovation sprint workshops • Rebuilt brand promise and hierarchy

2020: Strategist lead for brand hierarchy project to launch a sub-brand • Design and conduct customer insights research • Wrote and delivered brand promise and hierarchy

Anonymous

AI Trainer

March 2024 - May 2024 (3 months) global

Train AI models via RLHF • Improve model responses for helpfulness • Ensure against stereotyping • Ensure safety

Nerdery

Nerd | Solutions Strategy

July 2021 - April 2022 (10 months)

I construct Pitches & Proposals to differentiate our company's value into win strategies for net new business • \$10M+ of new business won in past 12 months (2021-2022) • Growth strategies • Remote & In-person facilitation • Design + Innovation workshops • Communications Innovation • Creative innovation • RFP & RFI responses • Presales engagement

RevUnit

VP, Design

August 2019 - April 2020 (9 months) Las Vegas, Nevada Area

Leading a team of 24 designers to build digital products for the world's leading companies: WalMart, Zappos, HEB, Chick-fil-A, etc. • Design systems • Innovation facilitation • Design strategy

Mr. Cooper

AVP, Design Strategy

August 2018 - August 2019 (1 year 1 month) Dallas, Texas

Cooper Labs• A founding team member to clarify the mission and shape the identity of the innovation lab. • Identify core business challenges. • Create, test, and experiment with new and disruptive ideas to provide innovative customer experiences. • Conduct prototype workshops using IDEO and Google Sprint methodologies to produce rapid iterations. • Primary research to ensure projects are founded upon customer and consumer insights. • QA and UX studies • Quantitative analyses - Stata Brand Marketing • Primary research to derive consumer insights • Consumer surveys and analyses • Manage vendor relationships for brand tracker and ad hoc research projects • Partner with data science team for data analysis and interpretation • Prepare executive overviews of findings to present to senior leadership.

Volunteer

LinkedIn Mentor Mondays

January 2018 - August 2019 (1 year 8 months) Dallas/Fort Worth Area

Career mentoring for youth and veterans

Freelance Marketing and Creative Services

Strategy and Brand Planning

January 2018 - August 2019 (1 year 8 months) Pharma- cancer drug launch strategy- medical device launch insights Retail- footwear retail rebrand strategy- everyday discount retail strategy (rural markets) Travel- OTA brand positioning

Home

Writing

August 2017 - August 2019 (2 years 1 month)

LEGO Group

Senior Manager Strategic Planning

November 2015 - August 2017 (1 year 10 months) Enfield, CT

I am a member of a global planning team that is committed to solving global and local market business challenges. I work with colleagues across the globe, from Europe, to China, emerging markets, and within the US to strengthen our market advantage. Responsible for strategic planning for: LEGO brand - US • I play a key role in developing a campaign process to make us more competitive with external agencies. I am a primary driver of: 1) framing our deliverables as solutions to business problems rather than creative assets to meet a job request 2) remodeling our deliverables from a single solution to three equally compelling options to address client indecisiveness and make our campaign development process more efficient 3) championed inclusiveness during concept development to collaborate with stakeholders at a kickoff or early stage and to expand the diversity of creative solutions to include paid media, digital, social media, content, PR, etc. • I make sure that an essential, and very early step, in our US campaign process is to have an actionable debrief where we challenge back to clients on strategic objectives, business objectives, and that campaign concepts target defined

objectives. LEGO Star Wars - Global • I am a primary driver of the strategy for LEGO Star Wars, ensuring that everything we deliver to the client originates from insights we believe in and that the ultimate goal is to achieve meaningful business objectives. • I make sure that we challenge the client briefs when necessary. Our recommendations, again with the aim of achieving business objectives, are intended to address consumer, market, and business challenges so that we maintain a strategic advantage with a forward looking perspective. • Global Competency for the US Market

#### Freelance

Digital Strategy, Brand Strategy Director  
July 2015 - June 2016 (1 year) Freelance

#### Ignite Partnership LLC

Chief Brand and Digital Strategist

October 2014 - July 2015 (10 months) I am responsible for growing the strategy department and building the strategy processes and tools to help clients tell their brand stories and market their product innovations. • Mentor agency strategists. • Cultivate strategic mindset throughout agency. • Formed system of account-creative-planning checks & balances. • Developed agency positioning for external branding efforts. • Developed strategic POV to differentiate positioning. • Identified necessary strategy tools for strategy engagements. • Developed agency creative brief. • Establish digital strategy best practices. • Establish account planning best practices.

#### Ansira

Director, Digital Strategy

April 2014 - October 2014 (7 months) Dallas/Fort Worth Area

Email programs- Define targeting- Develop testing- Continually optimize CRM programs Loyalty programs Data analysis Segmentation using:- Acxiom- Experian

#### The Richards Group

Senior Digital Strategist

April 2012 - March 2014 (2 years) Dallas/Fort Worth Area

I am a Senior Digital Strategist working on several accounts, including AAA, The Home Depot, Chick-fil-A, Fruit of the Loom, QuikTrip, others, and various new business and internal projects. • Develop digital extensions of creative. • Develop social media strategies. • Develop digital strategies. • Ideate from a basis of consumer and technology trendwatching. • Primary research. • Secondary research. • Track emerging trends and devise insights. RECENT PROJECTS: AAA Digital brand strategy –

<http://michigan.aaa.com/brand/more.html?zip=48203&devicecd=PC&referer=www.aaa.com> I am the lead strategist on this account, responsible for advising the client on all digital and emerging technology issues. We were tasked by the client to bring the AAA brand to life for both external and internal audiences. The great challenge of this account is that they have stakes in several



verticals, within which they compete against some of the biggest brands in the world (Progressive, GEICO, Bank of America, Travelocity, etc.) that spend ten times more on marketing than AAA. • Recommendations across digital touch points (website, social media, mobile, connected car, in-store) for five primary lines of business: Insurance, Travel, Banking, Automotive, and Rewards program. • Recommendations for technology development. • Recommendations for partnerships and acquisitions. • Developed website exit survey. • Conducted stakeholder interviews. • Competitive digital capabilities review and recommendations. • Lead strategist for internal brand communications platform, the Brand Center. • Provide weekly analytics report and quarterly analytics presentation for BrandCenter KPIs. • Reunion Tower social media strategy. • Copywriter for social posts on Twitter and Facebook. • Manage paid social budget. • Developed digital acquisition strategy. • Within a fully integrated campaign, the client was extremely pleased that they obtained their best marketing ROI in social channels.

#### Innovative Medical Solutions

##### Strategist, Director of Marketing

December 2009 - December 2010 (1 year 1 month) I was part of the strategic team for a healthcare startup specializing in skincare and gerontological procedures, and made key contributions in developing our expansion and marketing strategies. • Built Access database for data-mining of customer trends to improve understanding of market demographics. • Conducted market and competitive research. • Developed expansion plan based on competitive and industry research. • Created employee incentive plan to improve workforce job satisfaction and retention. • Created pricing strategy to better coordinate with marketing efforts and improve brand awareness. • Managed media reps and vendor relationships: online, television, radio, print. • Collaborate directly with CEO on marketing and brand management strategies. • Developed marketing and social media strategy. • Devised radio advertising strategy.

#### TBWA\Chiat\Day Advertising

##### Business Intelligence-Planning

March 2006 - November 2009 (3 years 9 months) I provided research and strategic planning for worldwide TBWA network of over 300 offices. Our intelligence team provided knowledge and strategic thinking on nearly all aspects of the advertising process. • Authored annual forecasts of consumer and market trends. • Provided ad hoc trend reports to worldwide network. • Authored worldwide corporate blog of hot-topic issues and innovation. • Collaborated with all aspects of the agency for internal and client projects. • Provided ad hoc research for worldwide network. • Maintained constant watch on emerging media and cultural trends. • Category expert for the following: Social Media and Emerging Technology. • Authored industry and trends reports for the following: Social Networks, Music, Entertainment, Online Video, Digital Lifestyle, Alcoholic Beverages, Non-Alcoholic Beverages, Apparel and Footwear, Soft Drinks and Energy Drinks, and BRIC countries. • Clients worked on: Gatorade, Pepsi, Lucky Brand Jeans, Apple Computers, Absolut Vodka, Activision.

## Managing Editor

January 2006 - March 2009 (3 years 3 months)• Maintained breadth of knowledge of emerging media and technology trends. • Authored key content for popular website. • Managed team of freelance content providers. • Used Google Analytics to maximize site traffic. • Collaborated with President on SEO, SEM and content strategy.

## Eclipse Advertising

Freelance copywriter

January 2008 - December 2008 (1 year)I provided headline copy for videogame print ads, including American IdolKaraoke, Sonic Superstars of Tennis, and 50 Cent: Blood on the Sand.

## UCLA

Campus AR Manager

January 2003 - March 2006 (3 years 3 months)Communications Technology Services 2003 to 2006• Managed accounts receivables team. • Key member of transitioning legacy system to new technology managementsystem. • Key member of team developing query database (SQL relational database)for university general ledger. • Created and conducted training classes for relational database users. • Created trend reports of customers' telecommunications usage. • Collaborated on strategies for implementing new products. • Conducted account analyses to locate discrepancies. • Located \$100,000 in unpaid billings for UCLA Medical School.

## Education

University of California, Los Angeles

Master's degree, Playwriting and Screenwriting · (1995 - 1998)

Louisiana State University

BA, English · (1990 - 1995)