

# LINDSAY WADE

## BRAND STRATEGIST

### CONTACT

 804-356-3290

 wadele@mymail.vcu.edu

 WWW.LINDSAYWADEBRANDS.COM

### SKILLS

STRATEGIC THINKING

QUAL/QUANT RESEARCH

COMPETITIVE ANALYSIS

DATA ANALYTICS

COST ANALYSIS/KPI REPORTING

FOCUS GROUP FACILITATION

iWORK

ADOBE CREATIVE SUITE

### INTERESTS



FENCING



FILM NOIR



IMPROMPTU  
TRAVEL



KNITTING

### EDUCATION

#### M.S. CREATIVE BRAND MANAGEMENT

*VCU Brandcenter/3.5/2017*

Coursework puts emphasis on market and product innovation, brand design, and consumer insights while students work within cross-functional teams.

#### B.A. CULTURAL STUDIES + B.A. HISPANIC STUDIES

*College of William and Mary/3.4/2014*

Minor in Film Studies. Fluent in Spanish.

### EXPERIENCE

#### CONSULTANT

*PadillaCRT/2015-Present*

Sort and manage daily media clips relating to company and competitor news for the client, Bridgestone Americas, Inc. Compose a clip report to aid Bridgestone executives in making strategic marketing decisions.

#### ACCOUNTS INTERN

*PadillaCRT/2014*

Assisted with market research and employee interviews for rebranding projects for Dominion Virginia Power.

Drafted news releases, media pitches, and social media posts for nTelos Wireless, U.S. Highbush Blueberry Council, and Amtrak.

Assisted in preparing and executing crisis public relations drills for CarMax and the U.S. Sweet Potato Council.

#### SOCIAL MEDIA INTERN

*William & Mary Global Film Festival/2013*

Developed strategy to increase festival Facebook followers by 200 percent in six months with zero budget.

#### PUBLIC RELATIONS INTERN + TOUR GUIDE

*El Museo del Baile Flamenco/Spain/2012*

Assisted with writing and translating museum promotional materials and newsletters. Led many tours for curious Norwegians.