



Marina Tokar

at

<https://www.linkedin.com/in/marinatokar/>

Summary

Experience

Senior Strategist at WIEDEN & KENNEDY

01/05/2022 - 01/07/2022

elitist at

01/07/2016 - 01/04/2022

US FREELANCE STRATEGY: AGENCIES & CLIENTS DIRECTLY -----

* (NETFLIX) Challenged Hollywood's lip-service to diversity with ``Make Room -

https://redandco.com/NewsArticles/articles/ADWEEK_2019_03_01.jpg ", Netflix's most popular brand campaign to date from an earned media perspective.

* (LULULEMON) Conducted research to overcome Lululemon's 'mean-girl' image and launch its first-ever 360 global

brand campaign, ``This is Yoga - <http://marinatokar.com/lululemon> ". Shook o! yoga's elitist identity by taking it outside the overpriced studio and showing the principles behind the practice to connect with a new generation. Analysed the state of modern masculinity and developed a positioning strategy for Lululemon's newly-launched men's line. Doubled revenue in 4

years, increased brand value 40%, & became a favourite brand -

<https://graziadaily.co.uk/fashion/news/millennials-lululemon-shopping-popular/> amongst Gen Zs & millennials.

* (GOOGLE) Gleaned insights for a brand consulting project by analysing tensions between our culture's relationship with technology, consumers' brand perceptions, and employees' internal experiences. Building on the insight that people don't trust what they don't understand, Google simplified their brand architecture to separate "Google" out as a search engine and create "Alphabet" to house the brand's other initiatives.

* (NIKE) Collaborated with Purpose Team to connect the brand with ``underrepresented youth", a segment

they had trouble engaging. Designed a program to help Nike rebuild the culture around youth sports in the U.S., which was adapted in-house.

* (MTV NEWS) Revitalised an ailing brand by reconnecting to its roots as an advocate for youth.

* (ADIDAS) Worked with strategic lead on identifying a platform (centred around women's multi-faceted identities) to reconnect Adidas with its alienated female consumer base, resulting in a new business win for the agency.

* (DIAGEO) Created a digital marketing strategy for Crown Royale, winning new business pitch.

* OTHER CATEGORY WORK: CPG, finance, food, media, insurance, fashion, retail, not-for-profit, education, etc.

STRATEGIC PLANNER at THE MARTIN AGENCY

01/06/2013 - 01/06/2016

CLIENTS INCLUDED: SUNGLASS HUT, DISCOVER CARD, MONDELEZ, DENNY'S, WORLD WILDLIFE FUND

* Ad Agency of the Year 2016 (The One Show)

SCHOOL

Education

McGill University

Bachelor of Arts, -

New York University

Certificate, -

Skills

elitist

Keywords

Languages

–

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)



10. Candidate Photo ()
11. Candidate Primary Email (marina.tokar@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone ()
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/marinatokar/>)
16. Candidate Current Address - Address ()
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town ()
19. Candidate Current Address - State ()
20. Candidate Current Address - Country ()
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name ()
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()

26. Candidate IELTS Score ()
 27. Candidate ID (63681)
 28. Candidate Work History (WIEDEN & KENNEDY
 2022-05-01 - 2022-07-01

elitist

2016-07-01 - 2022-04-01

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THE MARTIN AGENCY

STRATEGIC PLANNER

2013-06-01 - 2016-06-01

CLIENTS INCLUDED: SUNGLASS HUT, DISCOVER CARD, MONDELÉZ, DENNY'S, WORLD WILDLIFE FUND

* Ad Agency of the Year 2016 (The One Show)

SCHOOL)

29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ()

32. Candidate Notice Period (30)

33. Candidate Brief (Marina Tokar has been working in the Marketing occupational sector for more than 9 years. In the last employment she was working at WIEDEN & KENNEDY. So far Marina has not gained any managerial experience.)

34. Candidate LinkedIn resume ()

35. Candidate Company name()

36. Candidate Company number()

37. Candidate Branch ()

38. Candidate Desired Industry ()

39. Candidate Desired Sub Industry ()

40. Candidate Desired Function Expertise ()

41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (McGill University
Humanistic Studies, Bachelor of Arts
New York University
Marketing Communications, Certificate)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

McGill University

Bachelor of Arts, -

New York University

Certificate, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (23/05/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()

6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()