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let's connect.

# amanda yoon

## education

2019-2021

### MS in Business

Creative Brand Management  
VCU Brandcenter

2009-2013

### BA in Public Health

Minor in Political Science  
University of California Irvine

## skills & tools

Creative briefs  
Quant/qual research  
Data Analysis  
Comms Planning  
Excel Proficient  
YouGov/eTelmar  
Meltwater/Sprinklr  
Mintel/WARC/eMarketer

POV **ANALYTICS**  
**branding** BEHAVIOR  
INSIGHTS **RESEARCH**  
DESIGN **storytelling**  
CULTURE DATA

## ask me about

art side hustle  
snowboarding alter ego  
international travel

## experience

Jun 2021-present / Deloitte Digital / Los Angeles, CA

### Brand Strategist

Clients: CSAA, Costco, Anthem, NWSL, BECU, Deloitte Digital

- Collaborated closely with client services to lead day-to-day strategy for CSAA: Policyholder and Costco: Member Acquisition; deliverables included creative/internal briefs, AB testing frameworks, messaging playbooks
- Guided strategic direction from research assets: audience segmentations, competitive audits, digital ecosystem assessments for CSAA: Acquisition, NWSL, BECU, and Anthem
- Contributed to several firm pursuits (Activision Blizzard, FB Gaming, Peloton, Chipotle) with demonstrated ability to quickly streamline audience insights from large data platforms (YouGov, eTelmar, Values Compass)

Dec 2020 - June 2021 / FreeKind / Richmond, VA

### Brand Strategist Intern

- Built a comprehensive launch strategy and comms plan for the organization's new name and branding that ensured retention of current donors and facilitated expansion into new markets
- Developed new major donor opportunities and aligned creative campaigns

Jun 2020 - Oct 2020 / Freelance / Remote

### Freelance Strategist

Clients: Alkhemist Los Angeles, TeamOne, Janet Kim MD INC

- Performed qual/quant research, generated insights to guide strategic direction for creative messaging pillars and socialization plan
- Brand development and design including logo, style guidelines & website
- Investor pitch deck development
- Go-to-market strategy and framework development for new product launch

Jun 2013 - Aug 2019 / Undiagnosed Diseases Network at UCLA / Los Angeles, CA

### Lab Manager / Research Associate

- Conducted research studies that generated +34% increase in diagnostic rates of rare genetic diseases
- Analyzed genomic sequencing data and compiled reports and readouts
- Published 7+ PUBMED articles; 3 first-authorships
- Managed, supervised, and trained a team of 10+ lab personnel