

ALEXANDRA DANIEL SHE / HER

Classically trained and research-oriented brand strategist with a special interest in research, UX/UI, and product. Passions include tech, entertainment – gaming, film, fashion, and travel –and sustainability.

I believe that a good strategist understands their consumer, but a great strategist is an advocate for them.

hello@alexandradaniel.com
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Currently based in
New York, NY

PROFESSIONAL EXPERIENCE

Associate Strategist

160over90, an Endeavor Company

📅 2021 - Present 📍 New York, NY

- Completed market research to identify behavior trends, psychographics, and target markets.
- Formulated evidence-based insights and presented them to creative teams in new and exciting ways.
- Developed and implemented brand and experiential strategies for several brands, including Under Armor, Gym Shark, Capital One for NYC Wine and Food Festival, Marriott W Hotels, and several brands within the Campari America portfolio – Wild Turkey’s Longbranch Bourbon, Espolòn Tequila, SKYY Vodka, Russell’s Reserve (RARE Division), and the flagship Campari Liqueur.
- Produced presentations for internal teams and clients.
- Sourced content and wrote thought-provoking summaries for our internal newsletter, Culturally Conscious, that represented 160’s Cultural Strategy and Insights department’s view on the world.

Co-Founder, Executive Council Member, and Project Strategist

The Carriage House

📅 2020 - 2021 📍 Richmond, VA

In response to internship cancelations during the Summer of 2020, several graduate students and I set out to create our own opportunities. I helped found, brand, launch, and run the creative co-op, served on the Executive Council running the Mentorship Program, and served as a brand strategist on several projects.

EDUCATION

VCU Brandcenter, M.S.B.

📅 Graduated 2021 📍 Richmond, VA
M.S. in Business/Branding Strategy

Boston University, B.S.

📅 Graduated 2015 📍 Boston, MA
B.S. in Communication