

# ALEXANDRA DANIEL

BRAND STRATEGIST | SHE/HER  
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## PROFESSIONAL SUMMARY

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

## EDUCATION

**VCU Brandcenter** M.S.  
Graduated 2021 | Richmond, VA  
M.S. in Business and Branding Strategy

**Boston University** B.S.  
Graduated 2019 | Boston, MA  
B.S. in Mass Communication

## PROFESSIONAL EXPERIENCE

**Associate Strategist** *160over90*  
June 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.
- 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.

**Freelance Strategist**, *VCU Brandcenter x DNA Seattle*  
Oct 2020 – Nov 2020 | Richmond, VA

- In tandem with a team from DNA Seattle, we created and helped launch Black Black Friday, an initiative driven by Black Friday to promote, support, and shop Black-owned. We developed the look, the process, and the purpose, as well as launch strategy and materials.
- Work can be found at <https://www.blkblkfriday.com/>

**Freelance Strategist**, *VCU Brandcenter x The One Club*  
Oct 2020 – Nov 2020 | Richmond, VA

- Along with a team of other Brandcenter students and The One Club, we developed the marketing strategy and assets for 2020's Where Are All The Black People conference. Additionally, we concepted and mocked a micro-site for future WAATBP conferences and general industry use.

**Co-Founder, Executive Council Member, and Project Strategist**, *The Carriage House*  
Apr 2020 – May 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.