



HAILEY ALLEN

STRATEGIST

SKILLS

Market and consumer research
Insights and trend reporting
Social media strategy
Brand strategy
Creative strategy
Copywriting
Strategic planning
Creative problem solving
Cross-functional collaboration
Project management
Video editing

PROFICIENT SOFTWARE

Google Suite
Microsoft Suite
MRI Simmons
Mintel
Monday
Zoom
Slack
Miro
Social media platforms

HOBBIES/INTERESTS

Astronomy
Cooking
Fashion
Interior Design
Rugby
Reality TV
Fantasy Novels

CONTACT

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WORK EXPERIENCE

ASSOCIATE STRATEGY PLANNER

Opus Agency | Dec 2021 - Present

Promoted Jan 2023 from Strategic Coordinator

- Execute event strategies to optimize audience acquisition, marketing, brand, and attendee experience
- Conduct market and competitor research, intelligence reporting, data analysis, and trend forecasting for clients
- Develop social media and brand strategies driven by consumer, user and platform insights
- Craft creative briefs informed by research, insights, and exploration sessions
- Lead workshops and brainstorming sessions with key clients
- Collaborate with creative, digital, and account management teams to execute projects

MARKETING/CREATIVE STRATEGY INTERN

HMS16 | Jun 2021 - August 2021

- Research competitive landscape and consumer behaviors in UK
- Supported the development of GTM and campaign strategies
- Concept creative direction of OOH and media campaigns
- Assisted on set of major productions and content creation sessions

SENIOR STRATEGIST

Fir Northwest | Student Run Ad Agency | Sept 2020 - June 2021

- Develop creative briefs to lead creative concepting
- Collaborate with creative team to build pitches and brand campaigns
- Conduct primary and secondary research to inform strategies
- Build and present decks to key clients
- Executive Team Member, March-June 2021

AD PLANNING AND PROMOTIONS INTERN

Portland Fruit Tree Project | Jan 2021 - May 2021

- Develop a media plan to increase sales on subscription services
- Conduct keyword research and track through Google Analytics

EDUCATION

BACHELOR OF SCIENCE, COMMUNICATIONS AND ADVERTISING
MANAGEMENT

Cum Laude, Portland State University