

ALLIA MCDOWELL STRATEGIST

SAY HI

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SKILLS & TOOLS

Storytelling | Brand Strategy | Deck Design | Public Speaking
Campaign Strategy | Social Strategy | Innovation Strategy
Brand Planning | Positioning | Client Management
Competitive Analysis | Concept Testing | Ethnography
Qualitative & Quantitative Research
Focus Groups & Survey Design
Teamwork, Leadership & Cross-Collaboration

MRI Simmons | GWI | Pulsar | YouGov
Adobe InDesign, Illustrator, & Photoshop
Google G-Suite | Microsoft Office | CSS, HTML5, D3
Wordpress CMS | SPSS Statistics | Netlytics | Tableau

Winner of a D&AD Yellow Pencil, 2023 New Blood Awards

EDUCATION

VCU BRANDCENTER

M.S. BUSINESS/BRANDING

Creative Brand Management

MICHIGAN STATE UNIV.

B.A. MARKETING | *Eli Broad College of Business*

B.A. JOURNALISM | *School of Comm. Arts & Sci.*

HONORS COLLEGE

OTHER EXPERIENCE

**COMMUNICATIONS AND MEDIA INTERN FOR THE TRAVERSE CITY
FILM FESTIVAL** (2018) | **BRANDCENTER STUDENT AMBASSADOR**
(2022-2023) | **JOURNALISTIC RESEARCH ASSISTANT** (2016-2020) |
UNIVERSITY TOUR GUIDE (2017-2020) | **UNDERGRADUATE TEACHING
ASSISTANT FOR MANAGERIAL MARKETING** (2019-2020) | **FOUNDER
AND DIRECTOR OF PR FOR MAKING A MEMORY MSU** (2017-2018)

THINGS I LOVE

MY DOG: WALLABY
HIKING + EXPLORING + GETTING LOST
THE NEW YORK TIMES CROSSWORD PUZZLES
RANDY PAUSCH'S BOOK "THE LAST LECTURE"
EDITING ESSAYS VIA MY SIDE-HUSTLE: ADNOTO
TRAVELING - AKA TRAINING FOR THE AMAZING RACE

EXPERIENCE

MCCANN WORLDGROUP

Strategist

Detroit, MI | June 2023 - May 2024

Worked in brand, campaign, communications, and social strategy across all aspects of the U.S. Bank account, as well as new business pitches.

- > Provided strategic direction for various B2C and B2B integrated campaigns backed by research-driven insights and trends
- > Developed and executed comprehensive testing and learning plans to optimize creative work
- > Undertook leadership roles and remained a consistent, reliable voice with clients during periods of internal and client-side reorganization
- > Conducted qualitative and quantitative research and presented data-driven insights to support strategic perspectives
- > Supported on multiple new business pitches - from brand positioning, to journey mapping, to competitive analysis
- > Composed a variety of award submissions for the Effies, Cannes, and more
- > Seized every opportunity to tell new, strategic stories and sell in powerful creative work through thought leadership and proactive briefs

SAATCHI & SAATCHI

Account Management Intern

NYC, NY | June 2022 - Aug 2022

Worked on Campbell's Snacking client accounts, including Goldfish, Milano, and Snyder's of Hanover.

- > Collaborated with account and strategy teams on campaign development, budgets, timelines, and production shoots
- > Conducted research and reported insights on behalf of the strategy team
- > Assisted in client presentations and outlined feedback for internal teams
- > Contributed strategy and creative ideas in brainstorming sessions
- > Kept teams updated on industry trends with insights and recommendations and prepared relevant industry briefings for client review

PURE MICHIGAN (MEDC)

Marketing Intern - Pure Michigan Travel Team

Lansing, MI | Apr 2019 - Oct 2020

Pure Michigan is an award-winning, internationally-recognized tourism campaign, run by the Michigan Economic Development Corporation (MEDC).

- > Increased digital engagement through content development and website management; assisted in promotion strategy for social platforms
- > Managed and edited user-generated content submissions
- > Orchestrated weekly interviews with industry leaders to promote travel
- > Engaged in the creation and implementation of seasonal campaigns
- > Designed multiple systems for content organization and planning
- > Created weekly branded newsletters dispersed to subscribers globally

SHADY LADIES LITERARY SOCIETY

Entrepreneurial intern

Detroit, MI | Aug 2019 - Aug 2021

Shady Ladies was founded by Journalist Amy Haimerl to promote female authors, scientists, chefs, bartenders, and others, while promoting Detroit businesses.

- > Developed and optimized all brand platforms, creating digital and social content to drive engagement and growth
- > Arranged, organized, hosted, and reported on events, as well as directed photography, and conducted guest feedback evaluations
- > Developed a virtual approach in response to COVID-19