

BRIDGET STRAWN

STRATEGIST

Brooklyn, NY
bridgetstrawn@gmail.com
bridgetstrawn.com

WORK EXPERIENCE

Edelman, New York

October 2022 - Present

Strategy Director, Communications and Brand Planning

October 2021 - September 2022

Associate Strategy Director, Communications and Brand Planning

February 2021 - September 2021

Senior Strategist, Social

Client: eBay

Leading the development of insightful briefs and workshops for creative teams, creators, and media partners
Building channel plans and go-to-market strategies across earned, social, influencer, web, email, and paid media
Serving as the digital and cultural expert for both internal teams and clients—writing POVs for resulting trends
Contributing to measurement frameworks, media plans, and reports in partnership with paid and analytics teams
Identifying opportunities for client growth and introducing new account processes for integrated strategic work
Bringing structure and clarity to creative ideas by designing campaign frameworks, content plans, and channel mechanics
Managing career growth and work output for a team of 3+ direct reports across strategy and community management

MRY, New York

April 2018 - February 2021

Community Manager and Social Strategist

Clients: American Express, Pop-Tarts, Audible, Unilever

Translated clients' business objectives into 360° campaigns, media partnerships, activations, and social content
Developed compelling and data-driven materials including creative briefs, POVs, and foundational social strategies
Uncovered audience insights via social listening and research to shape brand messaging and creative
Educated internal and external stakeholders on internet culture, trends, memes, and social platform updates
Planned and lead Twitter war rooms for live activations and high-profile moments including the 2020 Super Bowl

Adidas, Germany

July 2017 - February 2018

Business Analyst, Omnichannel IT

Created and maintained robust wiki documentation for IT systems and processes to maintain operational excellence
Defined QA conditions and developed automated testing for global order management systems and ecommerce innovation

EDUCATION

Ithaca College

Emerging Media B.S.

Minors: Communication Management and Design, Web Programming
Study Abroad: Ithaca College London Center

EXPERTISE

● Strategy Development

Creative and Social Briefs, 4Cs Analysis, Campaign Ecosystems, User Journeys, Roll-out Plans, Messaging Frameworks

● Research and Data

Brandwatch, YouGov, WARC, Statista, Social Listening, KPI and Reporting Development

● Presentation

Deck Design, Storytelling, Public Speaking, PowerPoint, Google Sheets, Keynote

● Social Platforms

Twitter, Instagram, TikTok, Pinterest, Facebook, Twitch, YouTube, Reddit, Snapchat, Discord