

TESSA KOHLER

STRATEGIST

208.577.1863 / tessakohler1@gmail.com / www.tessakohler.com (PW: tessa) / 6325 N London Ave, Apt K, Kansas City, MO 64151

EDUCATION

Brigham Young University (Graduation: April 2018)

Major: Communications, Advertising Emphasis—Management Track

Minor: Psychology

EXPERIENCE

VMLY&R—Associate, Strategy & Insights

June 2018—Present

- Conduct primary and secondary research to understand audiences' needs and emotions
- Identify ways to serve people personalized experiences based on insights from data
- Execute ethnographic field research to understand customer experience pain points
- Craft current- and ideal-state customer journeys
- Create human-centered strategic frameworks to improve Ford's customer experience
- Apply strategic frameworks to ideate tangible executions
- Collect and synthesize competitive information to improve Ford's customer experience strategy
- Identify opportunities for valuable collaborations between work streams and with 3rd-party providers

BYU AdLab—Strategist

March 2016—April 2018

- Collect and analyze primary and secondary research to find consumer insights and develop strategies for clients
- Develop strategic creative briefs based on insights from research
- Communicate target market information and suggested positioning to creative teams
- Collaborate with team members to plan and execute creative campaigns
- *Clients: Traeger Grills, Stance, Vivint Solar, Amazon*

Branded Entertainment Network—Digital Media Strategy Intern

June 2017—May 2018

- Research trends in YouTube, Instagram, and client industry verticals to improve branded influencer campaign integrations
- Develop recommendations of ideal influencers for branded integrations based on clients' target markets and goals
- *Clients: Ubisoft, Electronic Arts, Netflix, Disney XD, Dyson, Dolby, Tangible Media, Chatbooks, Cost Plus World Market*

RELEVANT SKILLS

Customer Journey Mapping / Primary and Secondary Research / Human-Centered Design / Account Planning / SPSS /

Qualtrics / Influencer Marketing / Adobe InDesign