

Marisa Goldstein

marisa@marisagoldstein.com
marisagoldstein.com
914-844-3730

Experience

Proto Associate Director

March 2023 - February 2024
Senior Strategist June 2021 - March 2023

Context: Proto is an innovation consultancy led by much of the former executive team of RGA's Business Transformation arm. We are a hybrid design firm, innovation lab, and management consultancy with a team that sits across brand, design, verbal, experience, technology and commercial. Our work is holistic, spanning from redesigns, to product innovation and prototyping, commercial strategy and UX design and development.

Role: I am a storyteller. I specialize in consumer insights, foundational brand strategy, forecasting, and creative product development. I play a hybrid creative role as a strategist and writer on the verbal design team. I am a project lead, not only coming up with the strategic vision, but importantly crafting the narrative to sell the strategy in, help turn strategy to action with comms tools, design project plans, and lead my team and client relationships alongside our engagement team.

Projects: Brand Redesign | Brand Repositioning | Product Innovation | Prototyping | UX Design | Segmentation + Design Target | Opportunity Analysis | Brand Architecture | Messaging Architecture | Corporate Strategy | Activation Strategy + Launch Assets | Membership Strategy

Clients: *Stealth Grocery Tech, Aescape Robotics, Athena Health, Advent Health, Binging with Babish, Petco, Twill, Third Sphere, Meta, Herff Jones*

Aescape Robotics

Context: Helping a pre-launch lifestyle robotics company narrow in on their vision and communications strategy for launch. They offer autonomous B2B2C massage therapy machines, but needed a strategy that would ground them in today and extend them beyond massage in the future.

Role: Project lead - organizing, outlining, and writing all strategic deliverables as well as messaging deliverables. Led a team of 3 (strategist, verbal designer, and designer) to craft a vision, value proposition, persona, tone of voice, brand guidelines, messaging framework and AI brand voice tool.

Stealth Grocery Tech

Context: This company is currently in an incubator program within a fortune 100 company and need help clarifying their purpose and strategic narrative to successfully pitch their product to executives to obtain funding for continued development.

Role: Project lead in a one month sprint to deliver a purpose, strategic narrative, pitch deck, product visualizations and investment memo.

Now What Strategist

Oct 2020 - June 2021

Context: Now What is a consumer insights and innovation agency working tackling everything from consumer research, to brand positioning and product innovation and development to inform global reaching product and platform strategies.

Role: As the unofficial agency appointed cultural insights expert, one of my key focuses is pushing my team's thinking to incorporate future facing thinking and innovation. I play the part of strategic support to directors, turning data into stories, leading post-fielding insight, innovation, and deck development. I also play a role 'behind the scenes' leading client interface and project management, overseeing recruitment, interview guide development, Ethnography moderation, etc.

Clients + Projects: *Nike* the Future of Dri-FIT; *Instagram* the Future of Friendship, *Beam Suntory Roku* Global Consumer Engagement Strategy; *Lipton* Brand Purpose; *Heineken* 0.0 Brand Health; and many more.

Plan A/Untitled Worldwide Creative Strategist

Oct 2018 - Oct 2020

Context: Plan A is a federation of boutique ad agencies that offer a range of creative and strategic services. Founded in June 2018 by MT Carney and Andrew Essex, I was hired four months later as a part of Untitled, the strategic agency in Plan A's network, working on brand strategy and innovation.

Role: Brand and Communications Planning | Brand/Product Innovation | Consumer Research and Segmentation | Trend Analysis + Stimulus Gathering | Copywriting | Competitive Audits | Social Brand and Content Strategy | New Business

Education

Vanderbilt University

Human and Organizational Development, Corporate Strategy

Bachelor of Science, Summa Cum Laude. GPA: 3.93/4.0

Dean's Award & Dean's List (7 of 7 Semesters)