

# Marisa Goldstein

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## Experience

### Now What Strategist

Oct 2020 - Current

**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 understand 'behind the scenes' leading client interface and project management, overseeing recruitment, interview guide development, Ethnography moderation, etc.

**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

#### Client: Redesign Health / Brand & Product Innovation & Strategy

Redesign Health is a venture studio building consumer health businesses that elevate the patient experience. For their newest ventures, our group strategy director and I imagined and created the strategic foundation for a supplement brand disrupting sleep aids and a subscription program reframing weight loss as a part of metabolic health. I led development of cultural analyses, competitive audits, audience segmentation; assisted with analysis of consumer qual/quant/conjoint research, creation of brand positioning, a retailer pitch deck and structured and led client workshops.

#### Client: Harry's / Repositioning & Communications Strategy

Harry's skyrocketed to success after revolutionizing how men buy razors, but no longer a start-up anymore, they needed an inspiring and distinct positioning to ground themselves as they grow beyond shave. Reporting directly to MT Carney, I led competitive audits and cultural analyses, conducted stakeholder interviews, ran Simmons audience segmentations to inform target personas, and crafted a brand positioning, customer journey, and communications architecture to build a future-facing platform and go to market support for future product and market expansion.

#### Client: Artistry / Strategic Partner for Global Restage

Artistry is a global beauty brand undergoing a restage in 2021. As the strategic lead working directly with Plan A's managing director, Sabrina Yu, my role is to ensure that a consistent and differentiated positioning is told throughout creative development. The project spans internationally, requiring cross-cultural strategy that considers local market beauty trends. To ensure a unique and resonant POV across our creative work, I have analyzed industry, cultural, and design trends, audited global model strategies, competitive brands, and content landscapes, and led a workshop with affiliates from key Asian markets.

### Nashville Eats Cofounder / Creative Strategist

Aug 2014 - Current

**Context:** I started Nashville Eats in August 2014, using Instagram as a way to shed light on an unrecognized up and coming food city. I quickly turned the account into a profitable media platform by developing a brand voice and 360° content strategy. With an organically grown following of 154k, I operate the business from New York, managing national and local brand partner relationships and overseeing a network of 60+ women who attend local events.

**Role:** I produce and manage all content and campaigns, conduct biweekly social audits to optimize engagement, build relationships with small businesses and national brands, and pitch new business. Some recent brands I've worked with: **SONIC, Bojangles, OREO, Zaxby's, Coors Light, Dunkin', DoorDash.**

### Hannah Schneider Creative

Jan - May 2018

#### Social Media Strategist

**Context:** HSC, now BRND House, is a social marketing and branding agency with clients in the food and hospitality industry in Nashville and New York City. With Nashville Eats as a recognized brand in Nashville's food scene, Hannah Schneider, the CEO, and I connected previously through influencer partnerships.

**Role:** I managed social content strategy—strategy and planning, shooting and styling, copywriting, brand voice, and post optimization.

### Turner Broadcasting

Jun-Aug 2017

#### Corporate Strategy Intern

**Context:** Corporate Communications was responsible for PR of C-level executives and corporate culture. Managing their social media, I was tasked to turn around low engagement and awareness with current & prospective employees.

**Role:** Enacted multilevel content overhaul; implementing structured analytics reporting using Adobe Analytics, content strategy development, internal interviews, and accessibility improvements. *Increased followers +3,000 and engagement x4.*

### Accolades

#### Griffin Farley's Beautiful Minds 2019 Finalist

Intensive 48HR bootcamp for emerging strategists (hosted by BBH New York). 3 of the 12 teams made it to final presentations.

### Education

#### Vanderbilt University

*Human and Organizational Development, Corporate Strategy  
Bachelor of Science, Summa Cum Laude. GPA: 3.93/4.0*

#### University of Sydney

*Study Abroad Term GPA: 4.0*

*Ranked #1 of 286 in Consumer Behavior Course*

#### Undergraduate Honors

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

*Society for Collegiate Leadership and Achievement*