

Marisa Goldstein

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Experience

Proto Associate Director

March 2023 - Current

Senior Strategist

June 2021 - March 2023

Context: Proto is an innovation consultancy formed by the executive team of RGA's business transformation executives. We are a hybrid design firm, innovation lab, management consultancy with a team that sits across brand, design, verbal, experience, technology and commercial. Our work spans from brand redesigns, to product innovation and prototyping, commercial strategy and UX design and development.

Role: I am a storyteller. My current role blends my past in brand strategy, research, innovation, and writing to help companies clarify their purpose and plan a path towards the future. I specialize in consumer insights, foundational brand strategy, forecasting, and creative product development. I am an associate director on the strategy team, but I also sit on the verbal design team to take on a hybrid creative role as a strategist and writer. I not only come up with the strategic vision, but I importantly craft 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: Aescape is a pre-launch lifestyle robotics company that needed help narrowing 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 in organizing, outlining, and writing all strategic deliverables as well as messaging deliverables. Led a team of 3 (another 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 Brand 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: I strategically support directors, turn data into stories, lead post-fielding insight, innovation, and deck development. I also am a project manager, leading client interface and, overseeing research processes, moderation, timeline development, etc. Uniquely as a cultural insights expert, one of my key focuses is pushing my team's thinking to incorporate future facing thinking and innovation.

Projects: *Nike* the Future of Dri-FIT: ethnographic research, product innovation, innovation briefs | *Instagram* the Future of Friendship: ethnographic research, strategic roadmap, product recommendations | *Beam Suntory Roku*: Global Consumer Engagement Strategy, experience framework | *Beam Suntory Future of Non-Alcoholic*: ethnographic research, innovation framework and recommendations | *Lipton* Brand Planning: Brand Purpose, ethnographic research | *Heineken 0.0*: Brand Health Analysis, ethnographic research.

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.

Projects: 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

Nashville Eats

Aug 2014 - Current

Cofounder / Producer / Creative Strategist

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, Audi, Bojangles, OREO, Zaxby's, Coors Light, Dunkin', DoorDash.**

Accolades

Griffin Farley's Beautiful Minds

2019 finalist: 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 Dean's Award & Dean's List (7 of 7 Semesters)