

STEVEN EBERT

Brand Strategy / Cultural Insight

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EDUCATION

M.S., Business; conc't: Communications Strategy

VCU Brandcenter, May 2016

B.A., Strategic Communications; conc't: Advertising, minor: Digital Art

Elon University, May 2014

EXPERIENCE

Superunion Cape Town

Senior Strategist

Jameson, Standard Bank, Metropolitan, Luno

Aug '17 - Present

- + Streamlined brand/product naming process to meet local market needs
- + Oversaw research/brand strategy development for international non-profit launch
- + Localized brand, retail/trade activation strategy for global liquor portfolio
- + Created strategic framework for analyzing global retail trends; researched and developed global CPG insight report
- + Technical/cultural knowledge resource for multi-agency cryptocurrency project
- + Comms frameworks, consumer journey mapping, positioning and messaging projects for clients across the continent

Added Value NYC

Strategist

IKEA, Clorox, Capital One, Lear, Pladis, Godiva

Aug '16 - Aug '17

- + Conducted scoping and analysis of semiotic codes for global D2C/CPG brands
- + Moderated digital consumer research panels/focus groups for international consumer tracking study for CPG/B2B clients
- + Conducted behavioral economics research to understand consumer perceptions towards direct mail
- + Cultural research and analysis for trend reporting and conference presentations
- + Wrote, researched and managed RFP/proposals for new business, bridging to six figures of new client projects

Freelance

Strategist

Nike, Bacardi, NOLS, Chan Zuckerberg Initiative

- + Oversaw and developed brand strategy, positioning and naming efforts for new global heritage non-profit
- + Led strategy team in primary qual/quant (focus group/home study) to understand attitudes towards private label snacks
- + Conducted primary qualitative research for global fitness brand around the future of technology in athletic wear
- + Explored the cultural relationship between alcohol and "liberation" for international alcohol brand
- + Researched differing consumer perspectives on "leadership" for nonprofit wilderness school
- + Researched drivers and barriers to philanthropic giving for millennials, as well as cultural shifts in attitudes towards giving
- + Led strategy, brand, insight, web, messaging and media projects for small businesses across the US and Canada

SKILLS

+ Adobe Creative Suite

+ Premiere

+Final Cut

+After Effects

+ Wordpress

ACCOLADES

- + **WPP Fellow:** Three-year program rotating between WPP holdings. Selected as one of 12 participants from pool of over 1500
- + **Effie Collegiate Silver:** Led team to develop award-winning campaign on behalf of Kleenex/JWT

ASK ME ABOUT

- + The time I accidentally contributed to a failed coup
- + Sleeping in Prince Harry's bed
- + The lamest celebrity sighting in history