

SHELBY

WILLIAMSON

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Brand Strategist
Brooklyn, NY

ABOUT ME

I'm a passionate and effective senior brand strategist, with experience serving as the lead strategist at ad agencies, design shops, and on a freelance basis. I take a holistic approach to brand strategy: I listen, absorbing like a sponge, and I read, stepping into other perspectives and worlds. Then in my work, I connect the dots to build actionable strategies that are creatively compelling and radically true. Everything I do and create is through a lens of empathy. I love to work with intentional, ambitious partners to solve real problems and build beautiful brands.

EDUCATION

VCU Brandcenter

Richmond, VA • 2016 - 2018

Master's in Business/Branding: Strategy

Virginia Tech

Blacksburg, VA • 2012 - 2016

Bachelor's in Business:

Marketing & International Business

EXPERIENCE

minds + assembly

A full-service advertising agency based in New York, NY

Senior Brand Strategist • February 2023 - Present

Leading and developing brand positioning, digital, social media, editorial, and content strategies for domestic and global brands. Cultivating strategic relationships with clients and partner agencies. Partnering with all disciplines to construct creatively-driven, omnichannel marketing ecosystems. Creating and implementing new strategic processes and frameworks for clients as well as the agency.

Clients: Society of Valued Minds, Otsuka, Takeda

Freelance

Based in Richmond, VA and working remotely everywhere

Freelance Lead Brand Strategist • July 2022 - Present

Collaborating with agencies and brands to lead and develop all brand strategy efforts, seamlessly integrating into new teams. Crafting new frameworks and processes for clients' teams.

Clients: Yung Studio, Emphasis Media, SLOPE, Nav

Character

A branding and design studio based in San Francisco, CA

Senior Brand Strategist • January 2022 - July 2022

Worked directly with company founders to build their brand, or rebrand, from the ground up. Led all brand strategy efforts, primarily positioning and brand and portfolio architecture. Partnered with agency founders, writers, and designers to bring strategy work to life through verbal and visual identities.

Clients: Utopia Music, Byte

barrettSF

A full-service advertising agency based in San Francisco, CA

Senior Brand Strategist • June 2021 - Dec 2021

Brand Strategist • June 2018 - June 2021

Served as strategic partner for clients across a variety of industries and business challenges, establishing and cultivating long-term client relationships over my 3+ years at the agency. Led all brand strategy efforts. Partnered closely with agency founders and creative teams to bring strategy work to life through campaigns, naming, visual identities, brand assets, and more. Helped draft new strategic processes and frameworks for the strategy department. Built and delivered informed POVs on trends and culture for the agency. And won the 'Next BIG Rising Star of the Year' award at the sfBIG Advertising + Marketing Awards.

Clients: Meyer Sound, Sutter Health, Walmart, Marine Layer, Twilio, Seismic, Cost Plus World Market, NIVA, Exchange Bank, Pomelo

SKILLS

- Brand strategy & positioning
- Portfolio, brand, and product architecture and nomenclature
- Brand language and brand manifestos
- Strategic framework and process creation
- Messaging and comms architecture
- Creative brief generation + strategic thought-starter inspiration
- Insight identification and activation
- Trend and culture POV encapsulation
- Client relationship cultivation
- Clear and compelling presentation, collaboration, and communication skills
- Delegation, mentorship, and management of junior team members

RESEARCH FLUENCY

- Workshop design and facilitation
- Qualitative research: stakeholder and customer interviews, focus groups, ethnography, man-on-the-street
- Quantitative research: survey design, data analysis, close collaboration with research firms
- Effective and efficient desktop research
- Competitive auditing
- Analysis and synthesis (cultural, research, client materials, and more)

EXTRA

My book-obsessed corner of the internet:
[@curled_up](https://www.instagram.com/curled_up)