

Anthony George

Work Experience

SENIOR BRAND STRATEGIST | VMLY&R

New York City, NY, Jun. 2022 – Present

- Provide strategic guidance on various project for The Coca-Cola Company, including its Olympic Games platform, Smartwater global brand platform, and Gen-Z music program—Coke Studio.
- Developed the strategy for Coca-Cola Freestyle's global brand positioning and visual identity system.
- New business pitches: Coca-Cola Freestyle, Coke Studio, Grand Marnier

BRAND STRATEGIST | VMLY&R

New York City, NY, Sept. 2020 – June 2022

- Developed the strategy for Intel's new global brand platform, visual identity system and Olympic Games platform.
- Provided cultural insights for Absolut and Malibu social activations.
- Synthesized primary research, secondary research, and BrandAsset Valuator (BAV) data to gain insight into the habits and preferences of various audiences.
- New business pitches: Intel, Uber

ASSOCIATE BRAND STRATEGIST | VMLY&R

Kansas City, MO, Oct. 2019 – Sept. 2020

- Developed the strategy for DICK'S Sporting Goods and QuikTrip campaigns.
- Crafted briefs, kicked off creative teams, assembled post-brief creative fuel and championed the consumer and client during creative ideation.
- New business pitches: NBA 2K, Travelocity

BRAND STRATEGY INTERN | VMLY&R

Kansas City, MO, Feb. 2019 – Oct. 2019

- Supported the planning and research teams by writing briefs, conducting one-on-one interviews and synthesizing research results.

STRATEGY INTERN | BARKLEY

Kansas City, MO, June 2018 – Aug. 2018

- Conducted research and provided strategic direction for a Gen-Z-focused Dairy Queen product innovation.

INNOVATION RESEARCH INTERN | GDR CREATIVE INTELLIGENCE

London, UK, May 2017 – July 2017

- Forecasted retail trends by analyzing patterns in culture, mining trade publications, interviewing innovators and writing trend reports.

Contact

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Skills and Software

STRATEGY

- Brand Positioning
- Brand Architecture
- Creative Briefs
- Cultural Insight
- Good Ole Empathy

INSIGHTS & DATA

- Social Listening
- Competitive Audits
- Data Analysis
- GlobalWebIndex
- Mintel
- MRI-Simmons

PRESENTATION

- Public Speaking
- Keynote & Microsoft Office
- Data Visualization
- Adobe Creative Suite

Education

BARUCH COLLEGE

Jan. 2023 – Present

Master of Business Administration

UNIVERSITY OF KANSAS

Aug. 2015 – Dec. 2018

B.S. in Journalism,
Strategic Communications

- Minors: Business, Sociology
- University Honors Program