Isadora Blackwood-Nakamura

Brand Strategist
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SUMMARY

Brand strategist with 7 years at a branding agency and an in-house consumer team, leading positioning, research and brand platforms for food, fintech and retail brands. Turned about 60 consumer interviews and 3 national surveys into positionings that creative teams built campaigns on. Helped win 9 new agency accounts and led a repositioning that lifted unaided awareness from 11% to 19% in 18 months.

EXPERIENCE

Senior Brand Strategist — Halyard and Finch Brand Studio

New York, NY · Feb 2022 – Present

- Led positioning and brand platforms for 14 clients, from seed-stage fintech start-ups to a 400-store grocery chain.
- Ran about 60 consumer interviews and 3 quantitative surveys of 1,200 to 2,000 people to find growth audiences.
- Wrote strategy for 12 new business pitches and won 9, adding about $3.1 million in annual agency fees.
- Repositioned a plant-based snack brand around everyday lunches, lifting unaided awareness from 11% to 19% in 18 months.
- Built a 2-day brand workshop format used on 20 or more client projects and adopted as the studio standard.

Brand Strategist — Copperline Home Goods

Jersey City, NJ · Jul 2019 – Jan 2022

- Defined the brand architecture for 4 sub-brands and about 1,800 products, cutting duplicate lines by 22%.
- Wrote creative briefs for about 35 campaigns, with 3 beating the brand lift benchmark by more than 5 points.
- Ran quarterly brand health tracking with a research vendor across 4 markets for 2.5 years.

SKILLS

Strategy: Positioning, brand platforms, brand architecture, value propositions, creative briefs

Research: Consumer interviews, survey design, segmentation, brand health tracking, social listening

Facilitation: Brand workshops, stakeholder interviews, pitch presentations, naming sessions

Tools: Qualtrics, Brandwatch, GWI, Figma, Google Slides, Miro

EDUCATION

B.A. Anthropology, University of Michigan, 2017

Fictional example by FindAJobAI: the person, employers and numbers are invented.