



CATHERINE MARSH

STRATEGIST

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cat-marsh.com

EDUCATION

VCU Brandcenter • 2019 - 2021

M.S. in Business with a concentration in Strategy

Texas Christian University • 2012 - 2016

B.S. in Strategic Communication and Minors

in Psychology of Leadership and Business

- *Magna Cum Laude*

- *VP of the Ad Club*

- *Strategist for the 2012 TCU National*

Student Advertising Competition Team

SKILLS

Strategy: Briefs, Brand Positioning, Competitive & Brand Analysis, User Personas, SWOT, Comms Planning, Empathy Mapping, Consumer Journey, Storytelling, Brand Reviews, Design Thinking, Social & Influencer, Media Strategy, Insight Generation, Presentation Skills, Client Collaboration

Research: Quantitative & Qualitative, Target Segmentation, Focus Groups, In-Depth interviews, Culture Deep Dives, Survey Building + Analysis, Social Listening + Analysis, Consumer Journeys, Critical Thinking, AI

Programs: Adobe: Photoshop + InDesign, Keynote, Final Cut Pro X, MRI Simmons, Crimson Hexagon, Figma, Pollfish, Miro, Klear, Meltwater, CapCut, AI (Waldo, DayDrm, ChatGPT, Claude), GWI, YouGov

Mentorship:

Mentor / Board Member The Lottery - quarterly mentor series

LMU Creative Marketing Program - Mentor

EXPERIENCE

STRATEGIST

MCKINNEY | MARCH 2025 - PRESENT | LOS ANGELES, CA

- Ross Dress For Less, Blue Diamond, New Biz, Silicon Valley Bank, M&T
- Worked across social and brand putting together briefs, competitive reports, cultural thought pieces, annual Food Trends report

STRATEGIST

ZAMBEZI | DECEMBER 2021 - MARCH 2025 | LOS ANGELES, CA

- Brand, social, media, and comms strategy creating briefs, audience profiles/pulls, insights, new business pitches, competitive research, strategic POVs, member of The Reef (internal diversity and culture review committee), monitor cultural trends
- Brands: California Pizza Kitchen, Shark FlexStyle, Health-Ade, Under Armour, LA84, UKG, Google Fiber, Bridgestone, Firestone Direct, Planned Parenthood, Google Shopping, LA Phil, Atlantis Paradise Islands, Ember Mugs, Traeger Grills, Jinx, iD Tech, Solo Stove, Once Upon a Farm, LPL, and Freshworks, Liquid IV, and Bumble, Nature's Bakery

JUNIOR STRATEGIST

GIANT SPOON | AUGUST 2021 - NOVEMBER 2021 | LOS ANGELES, CA

- Crafted audience profiles, briefs and competitive landscapes for NBC

BRAND STRATEGY INTERN

ZAMBEZI | JUNE 2021 - JULY 2021 | LOS ANGELES, CA

- Competitive landscape research, crafted creative briefs
- Wrote an article for the Bites Monthly Newsletter

FREELANCE ASSOCIATE STRATEGIST

TWO THINGS | JUNE 2021 - JULY 2021 | PORTLAND, OR

- Gathered and analyzed secondary and syndicated research
- Provided insights and helped to craft creative briefs and territories

STRATEGY INTERN

THE ESCAPE POD | JUNE 2020 - AUG 2020 | CHICAGO, IL

- Worked on the strategy for a winning pitch, think! and helped develop strategic recommendations for CPG brands: Smithfield, Merrick, and Zing Zang

MARKETING STRATEGIST CONSULTANT

CITIZEN DISCOURSE | JAN 2019 - MARCH 2019 | AUSTIN, TX

- Launched the re-brand as head marketing and event coordinator for their inaugural "Celebrate Community" event the week of SXSW

MARKETING STRATEGY MANAGER

ATX LED CONSULTANTS, INC. | JULY 2017 - JAN 2019 | AUSTIN, TX

- In charge of all marketing and B2B activities: trade shows, customer and vendor research/relations/pitches, product distribution platforms

MARKETING STRATEGY MANAGER

POE TEXAS | AUG 2016 - JULY 2017 | AUSTIN, TX

- Navigated the ins and outs of a start-up, B2B relations, and led digital marketing via Google AdWords and Analytics, trade show coordinator

STRATEGY INTERN

LATINWORKS (THIRD EAR) | JUNE 2016 - AUG 2016 | AUSTIN, TX

- Worked on campaigns, research, and ideas that targeted the growing Latin market

MARKETING INTERN

FORT WORTH HISPANIC CHAMBER OF COMMERCE | OCT 2014 - APRIL 2015 | FORT WORTH, TX

ADVERTISING INTERN

MCGARRAH JESSEE | JAN 2012 - MAY 2012 | AUSTIN, TX

- Whataburger, Frost Bank, and Hagger