



# 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:** User Personas, Creative Briefs,  
Brand Positioning, Competitive and Brand  
Analysis, SWOT, Comms Planning, Empathy  
Mapping, Visual Storytelling, Social Brand  
Review, Design Thinking

**Research:** Quantitative & Qualitative,  
Target Segmentation, Focus Groups, In-  
Depth interviews, Culture Deep Dives,  
Survey Building + Analysis, Social Listening  
+ Analysis

**Programs:** Adobe: Photoshop + InDesign  
Keynote, Google Suite, Final Cut Pro X,  
Simmons, Crimson Hexagon, Figma

## EXPERIENCE

### JUNIOR STRATEGIST

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

### BRAND STRATEGY INTERN

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

- Provided competitive landscape research and craft 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
- Provide 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! that involved research, survey development/analysis, deck flow, and crafting the overall strategic direction
- Helped develop strategic recommendations for CPG brands: Smithfield, Merrick, and Zing Zang

### MARKETING 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 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 MANAGER

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

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

### STRATEGY INTERN

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

- Worked on campaigns, research and ideas that targeted the growing Latin market to understand their behavior and importance in the 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

## ASK ME ABOUT

### MY FEAR: THALASSOPHOBIA

IT'S A REAL FEAR AND THERE IS A STORY BEHIND IT...

### BEING A CAT MOM TO MY CAT SON

HIS NAME IS TIMOTHÉE AND HE'S A MAINE COON X SHORT HAIR MIX

### MY FAVORITE DIRECTOR

DAVID LYNCH