

KELSEY DAMON

Brand Strategy Director

Portfolio / kelseydamon.com

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Location / Dallas, TX

CAPABILITIES

Primary + secondary research, brief writing + briefings, strategy + messaging frameworks, audience insights, lifecycle + journey mapping, comms planning, campaign planning, workshop facilitation, business strategy, creative + campaign development, and measurement

EXPERIENCE

HLK / Brand Planning Director / Jan 2025 - present / Chicago, IL + St Louis, MO (remote)

Clients: BOK Financial, Envu Environmental Science, new business

- Led end-to-end strategic efforts across annual campaign planning and creative development for five business segments for Envu US and Canada, developing 24+ unique, integrated campaigns that align marketing, product, and sales teams unique goals.
- Pitched and led the product positioning and go-to-market strategy for a category-changing biorational mosquito control device.
- Identified geographic-specific insights for BOK Financial that led to highly-resonate, deposit-driving work across their key markets.
- Developed a full brand positioning and naming strategy leveraging AI for a new drilling and mining conglomerate. This effort established the agency's AI-enabled brand strategy process and was leveraged as a case study for pitches and subsequent projects.
- Support across new business pitches, contributing target lifestage research and category discovery for the winning BOKF pitch.
- Manage junior team members, lead presentation skills and data visualization training to strengthen strategy department presence.

PUBLICIS GROUPE / Associate Strategy Director / Nov 2022 - Jan 2025 / Atlanta, GA + Seattle, WA (remote)

Clients: Starbucks, First Hawaiian Bank, Labcorp

- Continuous refinement of the thought leadership input process for Starbucks loyalty program leading to better brand decisions and significantly increasing the agency's scope. Strategic ideas incorporated into the program (e.g., free non-dairy substitutions, etc.)
- Stood up a comprehensive research program for First Hawaiian Bank including an annual brand tracking study, focus groups, and ongoing ad testing in tandem with the media team. Research informed the development of the annual integrated campaign.
- Provided strategy for Labcorp as a part of Publicis Groupe's Power of One – bespoke agency model for clients with unique needs.

Senior Strategist / Jul 2021 - Nov 2022

Clients: FedEx, Texas Capital Bank, Wolters Kluwer, Chase

- Stewarded an end-to-end qual and quant research study to develop a B2C name and position for a 2-day shipping company acquired by FedEx to compete with Amazon Prime.
- Developed target audience work that successfully won the Texas Capital Bank pitch and directly guided the development of a brand transformation campaign across Texas markets.

3 HEADED MONSTER / Senior Brand Strategist / Jan 2021 - Jul 2021 / Dallas, TX

Clients: Tropical Smoothie Cafe, Southwest Airlines, Bishop Cider Co., Modern Table

- Led research, including competitive audits and interviews, and strategy for the launch of Bishop Cider new flagship product.
- Partnered with the client team to reposition Modern Table vegan mac and cheese pasta products for B2B sales.
- Developed strategy process and briefing cadence for Tropical Smoothie Cafe seasonal menus and LTOs for efficient creative development and streamlined asset production.

THE RICHARDS GROUP / Brand Planner / Jun 2016 - Jan 2021 / Dallas, TX

Clients: Dave's Killer Bread, Shiner Beers, American Cancer Society, Keurig Dr Pepper brands, Firehouse Subs, Driscoll Children's Hospital, Lavazza, Main Event Entertainment, SMU, UCHHealth

- Led the comprehensive strategy development for Driscoll Children's Hospital brand overhaul including extensive primary research, brand purpose, mission/vision/values update, new logo and graphic system, and campaign development.
- Developed brand strategy for Dave's Killer Bread and oversaw campaign development as they expanded to nationwide distribution.
- Supported in the research, master brand strategy, and campaign development for American Cancer Society's brand campaign.

- Uncovered audience behaviors and geographic insights to identify new opportunities for Shiner Beers. Worked in tandem with digital and creative to stand up a comprehensive campaign to grow sales while protecting deep brand love. Measured success with an updated tracking study. Utilized research to develop a new beer that outranked the category leader at launch, still sold today.

SKAGIT REGIONAL HEALTH

Marketing + Communications Coordinator / Aug 2014 - Nov 2015 / Mount Vernon, WA

- Supported the development and execution of advertising and public relations campaigns.
- Managed social media content, special events planning, and provider media appearances.
- Facilitated support for public health initiatives, specialty committees and internal comms.

SOUTHEAST ORTHOPEDIC SPECIALISTS

Marketing Coordinator / Jul 2013 - Mar 2014 / Jacksonville, FL

- Partnered with the Director of Marketing to develop and deploy all marketing campaigns and internal communications.
- Wrote press releases, coordinated all company events, attended tradeshow and community events.
- Managed day-to-day high-profile doctor appearances, interviews, and media engagements.

EDUCATION

2023 / Strategy Director program, Miami Ad School

2016 / Account Planning program, Miami Ad School

2015 / M.A., Strategic Communication, Washington State University

2012 / B.S., Advertising, University of Idaho

ACTIVITIES

2024 - present / Spanish language classes

2023 - 2025 / mentor, Publicis Ignite mentorship program

2023 / Le Studio candidate, Publicis leadership program

2022 / pod instructor, The One Club Creator Lab

2019 - present / award-winning aerial arts competitor and coach

2017 - present / Miami Ad School strategy program instructor

AWARDS

2019 / AAF Ad 2 Public Service Project, nationals 2nd place

2016 / Miami Ad School, account planning program, Top of Class

2012 / University of Idaho, Journalism and Mass Media Creativity Award