

Anthony George

Work Experience

Brand Strategist | VMLY&R

New York City, NY, Sept. 2020 – Present

- Developed the strategy for Intel's new brand platform, visual identity system, Evo premium laptop platform and 11th Gen Core Processor launch.
- Developed the strategy for Coca-Cola Freestyle's global brand positioning and visual identity system.
- Developed the strategy for Intel's global 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, Coca-Cola Freestyle, 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 multi-office creative teams and assembled post-brief creative fuel.
- Analyzed and applied data from BAV, GlobalWebIndex and global surveys.
- 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 and synthesizing results from one-on-one interviews.

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 and interviewing innovators.
- Wrote case studies on retail innovations for GDR's Global Innovation Report.

Education

University of Kansas

Lawrence, Kansas, Dec. 2018

B.S. in Journalism, Strategic Communications

- Minors: Business and Sociology
- University of Kansas Honors Program

Contact

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Skills and Software

Strategy

- Brand Positioning
- Brand Architecture
- Creative Strategy
- Good Ole Empathy

Insights & Data

- Competitive Audits
- Data Analysis
- BrandAsset Valuator (BAV)
- GlobalWebIndex
- Simmons
- Mintel

Presentation

- Keynote
- Adobe Creative Suite
- Data Visualization

Brands I've Worked On

- Intel
- Uber
- Coca-Cola
- Absolut
- Malibu
- Dick's Sporting Goods
- NBA 2K
- Red Bull
- Dairy Queen
- QuikTrip