



## PROFESSIONAL SKILLS

Strategic Thinker  
Human Sponge  
Skilled Writer  
Fluent in Creative  
Hand Raiser

## TECHNICAL SKILLS

Qual & Quant Research  
Competitive Analysis  
Field Research  
Survey Design  
Social Listening  
Persona Development  
Brand Identity and Positioning  
MRI Simmons/BrandWatch/Helixa

## MY SIMPLE PLEASURES

Recipe books that are stained from a meal well-made  
My dog's bed-head  
Chronically updating my Goodreads  
Museum gift shops  
Heated blankets on a rainy day  
Snail mail  
The smell of fresh tennis balls

## LET'S CONNECT!

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# Blair Baker

## STRATEGIST

## WORK EXPERIENCE

### MCCANN - NEW YORK, NY

**Associate Strategy Director** | TJ Maxx, Valero | Oct 2024 - Present  
**Senior Strategist** | TJ Maxx, Valero, Ad Council | May 2023 - Oct 2024  
**Strategist** | Mastercard, Post Cereal, SAS | Jan 2022 - May 2023

- Leads integrated, insightful, and inspiring creative briefs to advance brand's cultural relevance and business goals
- Develops brand identity and positioning, leading to cultural impact and business growth
- Executes qualitative and quantitative research to inform strategic thinking to guide brand level campaigns
- Partners closely with counterparts in creative, inspiring fresh, original ideas that are rooted in culture, human and business insight
- Won new business on TJ Maxx as contributing strategist to CSO and senior leadership
- Contributed to a 360 campaign for TJ Maxx that led to the highest performance in a decade and drove consideration
- Nominated member of The Voice Committee which frequently meets with MNY leadership to spark positive change at McCann by amplifying employee voices

### VAYNER MEDIA - NEW YORK, NY

**Strategist** | P&G (Gillette, Olay) | Oct 2021- Jan 2022  
**Associate Strategist** | P&G, Express | Nov 2020- Oct 2021

- Continuously analyzed cultural events and performed in-depth research to create brand-level briefs with relevant and poignant insights
- Co-leads company-wide, women-in-the-industry organization to empower and connect women, company-wide
- Lead weekly creative briefs for paid and organic work stream, leading to consistently exceeding monthly sales goals
- Contributed to Q2 increase in sales by 86% for Express through a strategic revamp of messaging

## EDUCATION

### EMORY UNIVERSITY - BA SOCIOLOGY

Alpha Kappa Delta Honor Society Member | Fall 2016-Spring 2020

### MIAMI AD SCHOOL - STRATEGIC PLANNING

Summer 2020