



Blair Baker

STRATEGIST

WORKING GIRL

MCCANN – STRATEGIST

Mastercard, Post Cereal, Chick Fil-A, Ulta | Jan 2022 – present

- Executes qualitative and quantitative research to inform insightful 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.
- Nominated member of The Voice Committee which frequently meets with MNY leadership to spark positive change at McCann by amplifying employee voices

VAYNER MEDIA – STRATEGIST

P&G (Gillette, Olay) | Oct 2021– Jan 2022

- Continuously analyze cultural event and performs 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

VAYNER MEDIA – ASSOCIATE STRATEGIST

P&G, Express | Nov 2020– Oct 2021

- Lead weekly creative briefs for paid and organic workstream, leading to consistently exceeding monthly sales goals
- Contributed to Q2 increase in sales by 86% for Express through a strategic re-vamp of messaging

(NOT) TOO COOL FOR SCHOOL

EMORY UNIVERSITY – BA SOCIOLOGY

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

MIAMI AD SCHOOL – STRATEGIC PLANNING

Summer 2020

PROFESSIONAL SKILLS

Strategic Thinker
Human Sponge
Cheerleader for Creatives
Skilled Writer
Fluent in Creative
Hand Raiser

TECHNICAL SKILLS

Qual & Quant Research
Competitive Analysis
Field Research
MRI Simmons
BrandWatch
Helixa

MY SIMPLE PLEASURES

Recipes that are stained from a meal well-made
My dog's bed-head
Putting in the last puzzle piece
Museum gift shops
Heated blankets on a rainy day
Snail mail
The smell of fresh tennis balls

CALL ME, BEEP ME, IF YOU WANNA REACH ME

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