



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

TERRI AND SANDY – NEW YORK, NY

Associate Strategy Director | Jan 2025 – Present

- Works across Revlon, Princess Cruise Lines, Gainbridge Financial, and new business
- Leads integrated, insightful, and inspiring creative briefs to advance brand's cultural relevance and business goals
- 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

MCCANN – NEW YORK, NY

Associate Strategy Director | TJ Maxx, Valero | Oct 2024 – Jan 2025
Senior Strategist | TJ Maxx, Valero, Ad Council | May 2023 – Oct 2024
Strategist | Mastercard, Post Cereal, SAS | Jan 2022 – May 2023

- Develops brand identity and positioning, leading to relevance in culture and business growth
- 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

- Co-lead of company-wide women's initiative, fostering connection and empowerment
- Led weekly creative briefs across paid and organic, consistently surpassing sales goals
- Helped drive 86% sales growth for Express in Q2 through strategic messaging overhaul

EDUCATION

EMORY UNIVERSITY – BA SOCIOLOGY

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

MIAMI AD SCHOOL – STRATEGIC PLANNING

Summer 2020