

Hello, I'm Katy!

I'm a brand strategist.

I'm at my best when I'm creating positive impact on the world through meaningful experiences.

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EXPERIENCE

STRATEGY DIRECTOR

MRY | NY, NY | 2015 - 2017

Hired to grow the agency strategy offerings and help transform MRY into the digital cornerstone of the Publicis network. Developed and established MRY's brand ethos, "The New Consumer." Led integration of Moxie behavioral economics practice. Worked closely with client and agency partners while leading strategy across J&J portfolio. Led strategy for HBO GO experiential activations. Managed teams across multiple disciplines. An integral member of new business team.

Clients: Band-Aid, Listerine, HBO GO, New Business

SENIOR BRAND STRATEGIST

TBWA\Chiat\Day NY | NY, NY | 2013 - 2015

Worked alongside the global brand strategy team to develop the new brand platform for Jameson Irish Whiskey; collaborated with strategy directors across TBWA global offices on research and brand innovations. Developed in-depth competitive analyses, cultural landscape assessments, and consumer research projects for various clients. Led strategy on all major healthcare accounts. Oversaw team of UX, creative, producers and strategists to launch a smoking cessation app - a first for the agency.

Clients: Jameson Irish Whiskey, Absolut, Nicorette, TedMed, Galderma

BRAND STRATEGIST

Havas H4B | NY, NY | 2013 - 2013

Brought on to cultivate digital thinking in a shop hungry to do healthcare differently. Worked closely with SVP to develop digital work streams and craft strategic frameworks. Advocate for rigor in research; introduced propagation planning and comms planning, served as in-house research specialist.

Clients: Alcon, Otsuka, Lemtrada

FREELANCE BRAND STRATEGIST

Washington D.C. & NY, NY | 2012 - 2013

Crafted client and agency-side communication plans and brand strategies. Executed qualitative and quantitative research streams for luxury and spirits brands. Worked with agencies and brand side clients.

Clients: SDC, ING, NAMI, Intersections, BlueCross BlueShield, Crabbies Beer

EXPERIENCE PLANNER & CONTENT STRATEGIST

Pappas Group | Arlington, VA | 2009 - 2012

Hired to introduce the discipline of strategy and planning to a traditional design shop. Worked across all agency accounts, with teams ranging from two members up to 40. Directly managed three planners. Integral to all new business, successfully winning accounts that grew the agency across various verticals and opened up new creative and revenue opportunities.

Clients: .CO, Audi Financial Services, Rosetta Stone, African Wildlife Foundation

ET CETERA

BBH GFBM MENTOR

BBH | NY, NY | 2013 - Ongoing

JET PROGRAM ESL TEACHER

Chuetsu BOE | Niigata, Japan | 2003 - 2006

EDUCATION

COMMUNICATION STRATEGY

MASTERS OF SCIENCE

VCU BRANDCENTER | Richmond, VA

Cum Laude, Prom Queen

POLITICAL SCIENCE & ANTHROPOLOGY

BACHELOR OF ARTS

VCU | Richmond, VA

Founder of Students for a Free Tibet Virginia Commonwealth University chapter. Georgetown University Institute for Humane Studies recipient.

EXPERTISE

RESEARCH STUDY DESIGN

SIMMONS & MRI

CONNECTIONS PLANNING

PROPAGATION PLANNING

QUALITATIVE RESEARCH & GROUP MODERATION

IWORK, ADOBE CREATIVE SUITE

IDEATION & BRAINSTORM LEADING

NEW BUSINESS

PASSIONS

POLICY & POLITICS

MUSIC INDUSTRY & TECHNOLOGY

TRAVEL & LEISURE TRENDS

USER EXPERIENCE DESIGN

FUTURE OF DIGITAL/PRIVACY

LINGUISTICS

HUMAN RIGHTS ADVOCACY