

Alana Gleason

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EDUCATION

University of Illinois at Urbana-Champaign
Bachelor of Science in Advertising
Media Sales Certificate
Magna Cum Laude

National University of Ireland - Galway
Undergrad Study Abroad

SKILLS

Strategy | Brand, social media & content, culture + trends, product + design, new business, comms planning, awards

Research | Primary + secondary mining, surveys, focus groups, creative + message testing, IDIs, ethnographies

Programs | Creator IQ, Simmons, MRI, Helixa

ACTIVITIES + OUTREACH

The Martin Agency | Prism LGBTQ+ ERG
Arts & Letters | Women's Affinity Group Lead, LGBTQ+ Affinity Group
VCU | Undergrad Guest Lecturer
Cannes Young Lions | Participant
Toastmasters | Participant

PROUD OF

Solo Stove | Strategist behind the viral *Snoop Goes Smokeless* campaign that accumulated 19B impressions

GEICO | Live Tweeting on behalf of the GEICO Gecko during the 2023 Super Bowl

Hanes | Strategist behind a social-driven 50th Anniversary of Hip Hop crossover-activation ft. the iconic white tee
**report available upon request*

Google Photos | 2x 2022 Webby Awards for *A Mars Rover Looks Back*

EXPERIENCE

Senior Strategist July 2022 - Present
The Martin Agency

Accounts: Solo Stove, Hanes, UPS, Miracle-Gro, Royal Caribbean, GEICO

- Craft strategic creative briefs for monthly organic social content in addition to quarterly tentpole activations valued at ~\$100k each
- Build integrated brand & social strategies with input from self-led C-suite level ambition sessions, correspond with external clients daily
- Regularly pen partnership, influencer, platform, and communications rollout POVs for paid campaigns & organic content
- Partner with performance analysts on monthly & quarterly reports
- Collaborate with creative team & community managers on trending rapid social response opportunities across platforms like X & TikTok
- Managed Summer 2023 social intern, developed a collegiate strategic workshop in partnership with Busch on behalf of the agency

Strategist January 2021 - July 2022
Arts & Letters Creative Co.

Accounts: Google Assistant, Google Photos, Google Search, NBCU

- Lead strategist across creative, marketing, product, design, and messaging asks for Google Assistant
- Authored positioning and stakeholder alignment narratives
- Served as upstream consultant for the internal Google Assistant brand marketing team
- Proactively identified challenges and potential opportunities to fuel internal work streams and the client relationship
- Crafted, facilitated, and analyzed primary research studies

Junior Strategist January 2019 - December 2020
TBWA\Chiat\Day

Accounts: QuickBooks, The Recording Academy \ GRAMMYS, TikTok for Business, Principal, Supercuts

- Owned creative briefs for social and brand level projects
- Collaborated with the data, social, and communications disciplines
- Contributed as an internal [Backslash] trend spotter & reporter for the global TBWA network
- Compiled media recap reports & synthesized creative testing results
- Recruited and mentored for the summer internship program

Associate Strategist September 2017 - January 2019
Initiative

Account: Amazon

- Constructed target audiences, communication frameworks, and media strategies for Amazon Prime Video shows, Amazon Web Services, & Alexa devices
- Assisted integrated media planners with vendor selection, branded executions & engagement with properties across multi-media plans