

Alana Gleason



CONTACT

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www.withglea.com
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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

Study Abroad

SKILLS

Strategy | Briefs, Social Media & Content,
New Business, Comms Planning, Awards
Testing | Focus Groups, IDs, Ethnographies
Research | WARC, Gartner, Stylus, Surveys
Programs | Simmons, MRI, Helixa,
Google Trends, Pathmatics
Other | TikTok, Copywriting

ACTIVITIES + OUTREACH

TBWA\Backslash | Cultural Strategist
TBWA D&I Committee | Outreach & Edu
We Are Next | Ad Industry Mentor
MADE | Ad Industry Mentor
Phi Sigma Sigma | Alumni Mentor
To Love Ourselves | Non-Profit | Volunteer
Cannes Young Lions | Media Strategy | 2018
Toastmasters | LA Member | 2018

INTERESTS

Dinosaurs
Chicago Blackhawks
HGTV's Fixer Upper
Trail Biking + Spin
Acrylic Painting
Donuts

EXPERIENCE

Junior Strategist

January 2019 - Present

TBWA\Chiat\Day

Accounts: QuickBooks, The Recording Academy \ GRAMMYs, TikTok

Past Accounts: Principal, Supercuts

- Own creative briefs for social and brand level projects across all accounts
 - Collaborate with the data, social, and communications disciplines
- Author award submissions, fuel culture & trend briefs for internal research, and aid in new business
- Responsible for media recap reports & synthesis of creative testing results
- Actively engaged with HR and recruitment for Chiat's internship program

Associate Strategist

September 2017 - January 2019

Initiative

Account: Amazon

- Constructed target audiences, communication frameworks, and media strategies for 21+ Amazon Prime Video shows, Amazon Web Services, & Amazon Home Devices
- Assisted integrated media planners with vendor selection, branded executions & engagement with properties across multi-media plans
- Communicated with clients daily & presented strategic platforms to top level Amazon brand executive team
- Effectively trained new employees & summer residents on relevant databases and research platforms
- Wrote case studies and awards submissions for internal and external accolades
- Conducted ethnographic research for new business pitches

Strategy Intern

Summer 2017

Jack Morton

Account: eBay, New Business

- Led strategic development for Twitch (proactive new business)
- Stimulated brainstorming sessions & wrote deck/website copy for B2B clients: Facebook & Docker
- Constructed a competitive analysis report of the e-commerce industry for eBay including implications & growth opportunities

Multimedia Advertising Assistant

Summer 2016

The Daily Herald

- Generated \$70k+ ROI from new client outreach proposals
 - Tailored 40+ sponsorship packages with \$50k+ in valued media for local businesses
- Created multi-budgeted print, digital, and email marketing campaigns for 17+ sales representatives
- Integrated market research & audience data into client recommendation decks for Daily Herald products & business units

Media Intern

Summer 2015

Stevens & Tate Marketing

- Built the external email marketing system using Net Results
 - Designed 20+ email templates, mapped landing pages, coordinated & housed thought leadership content, wrote copy, and implemented drip campaigns
- Assisted media buys for the Walgreens & Carstens accounts
- Packaged all new business media kits & materials
- Managed weekly traffic YOY and media spending for K. Hovnanian Homes