

# CARA RODGERS

## BRAND STRATEGIST

### EDUCATION

VCU Brandcenter (M.S)  
2018-2020

Christopher Newport  
University (B.A)  
2013-2017

### TOOL BOX

#### Research

Competitive Audits/4'CS  
Discussion Guides  
Expert Interviews  
Focus Group Facilitation  
Man-on-the-Street  
Social Listening  
Segmentation Studies  
Survey Building  
Design Thinking

#### Strategy

Consumer Journeys  
Ecosystems  
Empathy Maps  
Personas  
Brand Narratives  
RPF / Proposal Writing  
Positioning Statements  
Comms Planning  
Rollout/Launch Planning  
Measurement Planning

#### Soft Skills

Intern Management  
Workshop Facilitation  
Webinars/Presenting

#### LET'S CONNECT

carasrodgers@gmail.com  
www.cararodgers.com

### EXPERIENCE

#### BLVR

##### Strategist

**February 2021 - December 2023**

Strategy lead and support for brand projects across industries. Collaborates with cross-functional teams to deliver brand strategy, identity, and rollout plans complete with competitive/cultural audits, positioning, visual identity, naming, website, packaging design, integrated campaigns, and communications strategy. I work with clients across industries to uncover the beliefs that make brands inspiring and worth believing in. Internally I manage interns and facilitate agency-wide workshops/lunch & learns.

#### HAVAS EDGE

##### Strategy Associate

**December 2020 - February 2021**

Facilitated competitive audits, consumer research, stakeholder interviews, and market research. Crafted creative briefs and brand strategy presentations to inform brand campaigns and reviewed creative work for brands in the industries such as pet and finance.

#### OBERLAND

##### Strategy Fellow Freelancer

**June, August - November 2020**

Assisted strategy team with research, primers, creative briefs, pitches, blog articles, and webinar series. Facilitated research for findings on how the pandemic had affected consumer behavior around food and beverage. Crafted brand positioning and communication plans for NY-NAMI (National Alliance on Mental Health).

#### SEPHINA

##### Strategy Consultant

**January - May 2020**

Strategy lead on brand identity and launch plan for emerging Cognac brand. Key Deliverables included: competitive and culture audits, audience segmentation, brand positioning, visual identity, retail and packaging concepts, integrated campaign, and communications strategy.