

# CATHERINE EMBLIDGE

## STRATEGIST

### CONTACT

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- www.catherine-emblidge.com

### AWARDS

- The One Club Young Ones Pencil Winner
- D&AD New Blood Pencil Winner
- Virginia Commonwealth University Demo Day Featured Product Pitch Winner

### SKILLS

- Brand Positioning
- Client Relations
- Competitive Analysis
- Creative Briefs
- Deck Composition & Presentation
- Event Planning
- Focus Groups & Interviews
- Project Management
- Strategic Research
- User Journey Map
- User Personas
- Vendor Management

### TOOLS

- Figma/FigJam
- Microsoft Office Suite
- MRI Simmons
- Slack

### FAVORITES

- Hobby: Thrifting
- Place: Ocean City, Maryland
- Sports: University of Maryland basketball
- Trip: Cape Town, South Africa

### EDUCATION

#### Virginia Commonwealth University's Brandcenter

August 2022 - May 2024  
M.S. Business/Branding, Concentration in Strategy

#### The University of Virginia

August 2011 - May 2015  
B.A. Government, Minor American History

### WORK EXPERIENCE

#### Co-Founder

##### Everything But The Booze

August 2023 - Present

- Built a brand of nonalcoholic beverages called "shocktails" that celebrate individuals who have made the decision not to drink. The drinks are currently being produced in small batches that are sold at local events and will be on the shelves of Richmond retailers by fall 2024.
- Perform product pitches to potential investors and other supporters
- Draft grant proposals and identify other opportunities for raising capital
- Assist with the brand's social media calendar and marketing plan
- Conducted extensive research including 1:1 interviews, surveys, focus groups, product testing, and secondary research while developing the brand
- Auditioned for a food entrepreneurship reality TV show and was selected as a finalist
- Launched an Indiegogo crowdsourcing campaign that raised over \$5,000 to put toward the production of the beverage

#### Strategy Intern

##### Publicis New York

##### Accounts: Citi and Crest

June 2023 - August 2023

- Supported the strategy team with preparations for the 2023 Global Citizen Festival including the Citi VIP lounges
- Performed a weekly competitive analysis of the financial services category for the clients
- Assisted in compiling the quarterly competitive report identifying trends in the financial services category
- Completed a summer-long intern project for a Crest 3DW campaign initiative

#### Client Solutions Director

##### Dyson Capital Advisors

June 2015 - August 2022

- Responsible for building and managing the Client Solutions department at Dyson Capital Advisors, a registered investment advisor with over 60 high-net-worth and ultra-high-net-worth clients
- Developed services around our clients' needs that included travel arrangements, event planning, vendor management, project management, property management, household hiring, and other concierge services
- Planned events such as multi-day conferences for clients
- Worked in cross-functional teams to manage clients' accounts
- Participated in new client pitches and client meetings
- Responsible for creating processes and strategic planning including quarterly KPIs for the Client Solutions department
- Managed a staff of five employees