

ADRIANE HERSHEY

Senior Strategist

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Work Experience

Senior Strategist

Tombras

AD AGE INDEPENDENT AGENCY OF THE YEAR 2024

May 2022 - present

Developing brand, comms, and social strategies for integrated marketing campaigns across a variety of accounts; building cultural trend reports; doing consumer research, social listening, and data reporting

ACCOUNTS: SWEETHEARTS CANDY, BARK, ORANGETHEORY FITNESS, SUBWAY, SPECIAL OLYMPICS, JOSH CELLARS, NEW BIZ

Strategist

Swift

March 2021 - April 2022 (formerly Associate Strategist)

Led the evergreen work stream across Pixel and Made By Google; built comms plans and campaign roll outs for product launches; co-ran a Swiftography, Swift's in-depth, qualitative research methodology; wrote a bi-weekly newsletter about digital and tech culture

Social Media Manager

Laundry Service

October 2019 - March 2021 (formerly Social Media Coordinator)

Posted daily content on @NikeWomen, @NikeSportswear, and @Jordan23; conducted a Brand Responsibility case study to guide Jordan Brand's social justice initiatives; managed weekly ROS and content calendars; worked directly with brand partners; wrote social copy

Education

University of Oregon

B.A, Advertising / Minor: Anthropology

September 2015 - May 2019

Independent Research Project

Faculty Advisor: Prof. Dave Markowitz

Performed an empirical analysis of police violence data in an attempt to predict which officers will be convicted of crimes against civilians. Presented at the 2019 UO Undergraduate Research Symposium.

Skills

- Social Media Strategy
- Brand Strategy
- Creative Strategy
- Comms Planning
- Social Listening
- Consumer Research
- Trend Reporting
- Public Speaking and Presenting
- Building Client Relationships
- Strategic Writing