

Jared R. Montgomery | Brand Strategist

EXPERIENCE

Siegel+Gale (Omnicom Group) - Los Angeles

June 2024 - August 2024 *Business Development Intern*

Selected to join premier brand consultancy under tutelage of seasoned branding professionals.

- Participated in pipeline development. Found brand opportunities for C-suite executives totaling in **\$2.6 million** in new business
- Analyzed clients in both the B2B & B2C space that might have brand-focused needs (M&A, IPO, Spinoffs, etc)
- Facilitated spec work intern project work being sent to Unilever

Le Truc (Publicis Groupe) - New York

June 2023 - August 2023 *Brand Strategy Intern*

Selected to be the only strategy intern at premier global advertising agency.

- Organized and analyzed data to contribute to agency pitches for major company accounts (CPG, Retail, Luxury & QSR brands).
- Had internship work featured in both *Adweek* & *AdAge*.

BBH - New York

June 2021 - August 2021 *Barn Intern*

Competitively selected paid summer intern in the People Division of a global advertising agency focused on brand, culture, communication and collaboration.

CREDENTIALS & ADDITIONAL ACTIVITIES

Cannes Lions Roger Hatchuel Academy - United States Representative

June 2024

Selected as the only U.S. representative for Cannes Lions School Program for top ad talent from around the world. Program gives attendees the opportunity to learn from top industry executives from major brands. Nominated and chosen out of hundreds of candidates.

Real Always Prevails

August 2018 - 2021 *Co-Founder & Brand Strategist*

Co-founder of a brand that promoted self-empowerment through fashion and music.

WorkInProgress Opening Shot Selection

Selected to participate in a live client production for Domino's Pizza via program for rising industry talent.

EDUCATION

Virginia Commonwealth University, Brandcenter - Richmond, VA

Masters of Science in Business: Strategy Concentration

Entering: Fall 2023 - Expected Graduation: May 2025

Xavier University, College of Arts and Sciences - Cincinnati, OH

Bachelor of Arts: Advertising and Digital Media (Double Major)

Graduation: May 2023

- *Lambda Pi Eta* - The National Communication Association Honor Society (April 2022)
- Dean's List: Fall 2020, Spring 2021, Spring 2022

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SKILLS

Creative Briefs
Segmentation Studies
Consumer Insights
Category Analysis
SEO Optimization
Focus Groups
Survey Research
Ethnographic Research
1 on 1 Interviews
Pipeline Development

TOOLS

Microsoft Office Suite
Adobe Suite
Google Suite
Figma
Pro Tools
Ableton Live
ChatGPT
Perplexity AI

CLIENTS

L'Oreal
Crest
Goldfish
Disney
CoreLogic*
SJW Group*
MD Anderson Cancer Center*

* = new business win / participated in

ASK ME ABOUT

Music Production
Volunteering
Travel
Basketball