

# Charlie Hudson

Strategist

## Contact Info

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CharlieHudson.co

## Work Experience

### Freelance Strategist 9/19 - present

#### Brand Strategy

VCU Da Vinci Center  
Richmond, VA

Created a brand identity for a multifunctional retail space launching spring 2021.

Worked on: brand strategy, mission, vision, values, brand tone, comms plan & launch strategy.

#### Content Strategy

LoveBug Long-arming  
client of the Carriage House

Helped launch niche quilting business during the height of COVID-19.

Worked on: social strategy, content calendar, best practices for content creation & brand messaging.

#### Product Strategy

Team One  
client of the Carriage House

Created a program to introduce young adults to advertising to promote longterm diversity.

Worked on: program details, supporting research, interviews, audience personas, & launch strategy.

#### Campaign Strategy

Pontoon Brewing  
Atlanta, GA

*Brewing Conversations*, campaign created to bring the businesses of Atlanta together to discuss issues facing the community.

Worked on: campaign concept, podcast planning, social strategy, content calendar, & video editing.

### Marketing Assistant & Administrator Family Institute of Virginia Richmond, VA 9/18 -9/19

Coordinated & managed office functions, including maintaining client records, accounts receivable, accounts payable, and customer service. Created A CRM & procedures to reduce confusion between doctors & clients & promote rescheduling & medicinal refills.

### Regional Supervisor Swim Club Management Group Richmond, VA 5/17 -9/19

Managed over 15 facilities and 180 employees in the greater Richmond area. My responsibilities included hiring, training, budgeting, and managing the day-to-day responsibilities. Had the highest sales record and customer satisfaction score of all supervisors.

## Education

### VCU Brancenter

M.S Branding + Strategy 8/19-5/21

### VCU Business

B.S Marketing & Minor Economics 8/14-12/17

## Skills Summary

#### Research

Ethnography  
Social Listening  
Survey Design  
Discussion Guides  
Trend Watching  
Competitive Audits/ 4C's  
Data Analysis  
Expert Interviews  
Man on the Street  
Segmentation Studies

#### Strategy

Brand Positioning  
Segmentation  
Personas  
User Journey Mapping  
Empathy Maps  
Comms Planning  
Content Strategy

#### Presentation

Creative Briefing  
Deck Narrative & Design  
Public Speaking  
Video Editing

## Tools

Simons  
Mintel  
Crimson Hexagon

Final Cut Pro  
Figma  
Keynote

Google Suite  
Google AdWords  
Microsoft Office Suite

## Honors

### Weber Shandwick | Media Genuis Fellow 2020

This was an exclusive five-week virtual course hosted by Chief Innovation Officer Chris Perry who featured insights from media experts, interviews with special guests, and interactive lessons.

## Fun Facts

Fred Armisen has commented on one of my IG posts.

I've been to the World Series. Go Nats!

I've been charged by a baby giraffe.