

Charlie Hudson

Strategist

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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.

Strategy Intern

Erich and Kallman
San Francisco, CA
5/21 – 8/21

Provided research design and strategic insights for eight clients. Conducted audience, category, and brand analysis. Assisted the team in planning activities such as brainstorming, learning about media properties, and creating RFPs. Balanced longer-term brand building objectives and immediate goals to be achieved. Participated in the briefing of strategy to creative teams and developed cohesive analyses and presentations, both internally and externally.

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. Produced a content calendar to organize newsletters, blog posts, and Psychology Today articles. Created A CRM & procedures to reduce confusion between doctors & clients. Used Dropbox, Excel & Salesforce extensively.

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. Used Excel, Paychex & Whenlwork extensively.

Education

VCU Brandcenter

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

MRI-Simmons
Mintel
Crimson Hexagon

Final Cut Pro
Figma
Keynote

Google Suite
Google AdWords
Microsoft Office Suite

Honors

Weber Shandwick | Media Genius 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 at by a baby giraffe.