

Colin P. Hoover

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TL:DR

Brand Strategy Director

- Over a decade of agency experience running brand planning and creative strategy for clients including Walgreens, Logitech, Novartis, Whole Foods Market, Jack Daniels, MFS, Cox Communications, Akcea, Bank of America, Merrill Lynch and Boeing, with a focus on solving complex brand challenge with elegant, creative, and impactful solutions
- 10+ new business pitch wins and a strong track-record of incremental revenue growth
- Traditional brand planning approach - leveraging human insights for exceptional creative work that challenges the status quo and delivers on tightly defined strategic goals

EXPERIENCE

PRECISION EFFECT | Boston, MA | Feb 2020 - Present *Strategy Director*

- Run creative strategy and brand planning for the largest CST (Client Success Team) within the agency representing ~\$14.5m in annual revenue
- Responsible for contributing to >15% in annual CST topline growth through new business wins, accretive growth in existing client scope, new initiatives and strategic projects across all clients
- Sponsor and manage research initiatives to uncover customer insights, evaluate creative concepts and track brand goals
- Manage commercialization strategy, brand planning, creative campaign development and measurement across our CST portfolio

HILL HOLLIDAY | Boston, MA | Jan 2017 – Feb 2020 *Sr. Strategist → Associate Strategy Director*

- Oversaw brand planning, creative strategy, and digital for Novartis and Bank of America (including Merrill Lynch and BofA Private Bank) as agency of record
- Managed COSENTYX's "See Me" (Cyndi Lauper) campaign research, launch, content development, deployment, measurement and on-going campaign optimization efforts for digital, social, event and broadcast campaigns across all paid, owned and earned channels
- Successfully rebranded Merrill Lynch (to the new "Merrill") and US Trust (now "Bank of America, Private Bank") under the new Bank of America enterprise brand, which subsequently led to the most successful brand campaign for Merrill in over a decade
- Designed and implemented a fully integrated and interactive digital customer journey across all Bank of America properties to help prioritize media spend and focus creative resources
- Developed and launched "Life Plan" - a digital application that provides Bank of America customers with a personalized plan for every major financial goal and challenge they encounter throughout their lifetime
- Worked closely with account, business intelligence and creative teams to identify and pitch new opportunities for growth and deepening of agency relationship across all BofA properties
- Managed cross-functional teams of comms, creative and data strategists to pull together new business pitches from initial RFP response to tissue session to final presentation
- Managed and mentored several direct reports (junior, associate and senior strategists)

GSD&M | Austin, TX | Jan 2015 – Jan 2017 *Brand Strategist → Sr. Strategist*

- Managed strategic planning, consumer insights and brand strategy for Walgreens and Walgreens Pharmacy brands and successfully integrated all branded properties under the Happy & Healthy brand platform
- Contributed to the implementation and design of a comprehensive brand overhaul, which led to Walgreens' incorporation in Ad Age's top 10 most loved brands of 2015
- Researched, designed and implemented a comprehensive creative strategy to direct all future pharmacy advertising for Walgreens, resulting in a \$19m YoY revenue increase
- Managed and launched Walgreens most successful seasonal flu vaccination campaign ("Get a Shot, Give a Shot") campaign (in 2015 and 2016)

- Developed and launched Walgreens' (Webby winning) specialty pharmacy HIV campaign, "Let's Grow Old Together" from research to brief development through creative execution
- Created an integrated marketing program to unify all Walgreens' corporate social responsibility initiatives under a single marketing strategy, which aligns with larger brand and corporate objectives
- Managed a team of interns, junior, and associate strategists

FCB GLOBAL | Chicago, IL | June 2013 - Jan 2015 *Strategic Planner → Strategy Manager*

- Developed data-driven marketing strategies to guide execution of agency creative work for several B2B clients including Boeing, MFS, BioGen Idec, Cox Business and Discover Financial
- Managed the execution of research, planning, content creation, brand activation and analytical feedback across 7 clients, 5 campaign launches, 3 Effies, and 3 Webby – winning campaigns
- Developed research-based customer insights through 1x1 interviews, focus groups and customer engagement, to inform the larger campaign strategy and brand identity
- Work closely with UX teams to understand customer/platform interaction, and design simplistic, elegant and unencumbered digital brand experiences

MARKET STREET PARTNERS | San Francisco, CA | Jan 2011 - Aug 2012 *Analyst → Consultant*

- Market Street Partners is an investor relations, media and communications consultancy that provides strategic counsel, marketing and general management of financial media and communications to a variety of leading companies in the technology and digital media space
- Developed and implemented long-term, insight-based strategies to attract investor interest in our client companies, and proactively target potential new investors through focus groups, interviews, qualitative research, online media, investor presentations, conferences, events and press release
- Covered the larger SaaS and cloud computing sectors, and authored quarterly research reports on the major industry players, technological progress, trends and forecasts

WILLOW CREEK CAPITAL | San Francisco, CA | Sept 2007 - Jan 2010 *Research Asst. → Associate*

- Willow Creek Capital Management is a value-focused long/short hedge fund, investing primarily in undervalued small and mid-cap consumer technology and retail stocks
- Monitored and tracked the progress of a portfolio of ~20 equity position through quantitative and qualitative research, focus groups, press release, management meetings and earnings calls
- Authored quarterly research reports on the progress, growth and earnings projections of portfolio stocks, prospective investments and newly issued IPOs

EDUCATION

NORTHWESTERN UNIVERSITY | Evanston, Illinois | 2013

M.Sc. Integrated Marketing, Focus on Digital Analytics and Entrepreneurship

UNIVERSITY OF REDLANDS | Redlands, California | 2006

B.A. Economics, Concentration in Behavioral Economics, Summa Cum Laude

SKILLS

General: Microsoft Office, Salesforce Marketing Cloud, Keynote, Prezi, Mac proficient (...PC tolerant)

Research: Thomson Reuters, Forrester Research, Radian6, Sysomos, NetBase, IPSOS, Crimson Hexagon

Analytical: Financial modeling, SPSS, Google Analytics, market mix modeling, survey design & analysis

Qualitative: Focus group moderation, ethnography, netnography, customer interviews, casual spying

STUFF I'VE RECENTLY MADE

Blinkfire Analytics: Co-founded and launched Blinkfire Analytics, a social media tool for sports franchises, out of Kellogg's NUvention Incubator.

Ad Nauseam: Creator of the advertising card game [Ad Nauseam](#) (On sale fall 2020)