



SARA SINGH

ASSOCIATE STRATEGY DIRECTOR



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MY SKILLS








PROFESSIONAL SKILLS

- Cultural Insights & Strategy
- Qual + Quant Research
- Brand Positioning and Strategy
- Deck Building & Storytelling
- Creative Inspiration & Narrative
- Client Collaboration
- Adobe Creative Suite
- Leading Cross-Functional Teams

ACCOLADES

- '21: 50 Rising Stars of Madison Ave
- '21: Cannes Shortlist (NFTacoBell)
- '20: One Show Pencil
- '19: Webby People's Voice Award

INTERESTS

-  Self-Proclaimed Hip Hop Historian
-  Trying to Win Aunt of the Year
-  Wandering the Aisles at Target
-  Internet Conspiracy Theories
-  Buying my Dog Too Many Toys
-  Record Collecting
-  Tie Dye & Thrift Flips

WORK EXPERIENCE



ASSOCIATE STRATEGY DIRECTOR, TACO BELL

DEUTSCH LA | OCTOBER 2020 - PRESENT

- Joined as strategist and then promoted to Senior and ASD
- Responsible for curating latest cultural insights to produce fresh creative thinking that's relevant to our core audience and creates industry-leading work.



JUNIOR STRATEGIST

TBWA\CHIAT\DAY\LA | 2018-2020

Conducted and managed research relating to audience, brand and media channels; monitored cultural and social trends; curated insights that lead to unique strategies; wrote inspiring briefs and conducted briefings for creative teams

Brands + Highlights:

- Google Play: launched Mario Kart on mobile for the first time
- Disney+: Won a Webby for best launch from epic Twitter thread
- University of Phoenix: Relaunched brand strategy
- McDonald's: Traveled cross-country to talk to real customers
- Grammy's: Launched campaign that celebrated creators behind our favorite music



MARKETING AND STRATEGY INTERN

CAA - CREATIVE ARTISTS AGENCY | SUMMER 2017

Supported strategy team on research and ideas that ultimately led to creative strategies and executions for various brand including Coca-Cola, Chipotle, GM, and Anheuser-Busch

EDUCATION



Master of Science | Advertising

VCU BRANDCENTER, 2016-2018



Bachelor Of Science | Business

VIRGINIA COMMONWEALTH UNIVERSITY, 2012-2016