

EMMA RABIOUS

strategy

emmarabius@gmail.com

[linkedin](#) | [portfolio](#)

EXPERIENCE

Strategist 11.22-Now
FREELANCE Denver CO

Collaborate with strategy directors & consultants in developing audience personas, positioning strategy, & considerations for 22+ brands (6 CPG); developed a Kia positioning POV for David & Goliath; developed a brand identity for a start-up wellness company; led research for a global tech company & search engine nonprofit initiatives; conduct competitive audits & positioning for a global tech company, film production company, & financial institute.

Contract Strategist 5.23-2.24
QUALITY MEATS CREATIVE Remote

Contribute research to winning new business pitches & to Huggies, Pull Ups, Scott Paper Company, & Viva Paper Towels creative briefings, 360° campaign strategies, & considerations through cultural, consumer, category research & insights.

Substitute Teacher 1.22-5.23
BOULDER VALLEY Boulder CO

Worked for some very energetic & opinionated 10- to 14-year-old clients.

Strategic Consulting Intern 4.21-12.21
WOOLPERT Remote

Collaborated with experts in architecture, urban planning, & civil consulting to publish journals, host seminars & develop thought leadership initiatives. Researched & collected data on company & industry applications for Oculus headsets.

Speaker Coach 12.19-2.22
TEDx Boulder CO

Supported TEDx speakers in developing, writing & promoting their speeches & their ideas worth spreading, resulting in two successful Tedx productions

EDUCATION

Strategy 10.22-12.23
DENVER AD SCHOOL Denver CO

Creative briefs, insight development, research design, creative campaigns, journey mapping, audience definition, brand storytelling & architecture, communications strategy

International Marketing 5.22-7.22
UNIVERSITAT AUTÒNOMA DE BARCELONA BCN Spain

un poco de español

B.S. in Advertising & Minor in Communications 8.19-5.22
UNIVERSITY OF COLORADO - BOULDER Boulder CO

Improv for Advertising, College Student Gov Secretary, Ad Club, PRSSA, 4x Dean's List