

CHRISTIAN CLAY / STRATEGIST

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STRATEGY

GARBAGE -

You know on those crime shows how they always seem to find the key that unlocks the entire case in some trash can or a back alley dumpster? It seems ridiculous, but despite the bad writing one thing remains unequivocally true: our garbage explains a lot about us.

Sitting next to our desks, under sinks, and in garages, our garbage cans overflow with mountains of our own potential incriminating evidence: old credit card bills, unfinished Post-It note to-do lists, and our balled up bags of Chick-fil-A. But what's interesting is as soon as that last shame-filled waffle fry goes down, we completely ignore its existence.

We don't take photos of our garbage and put them on Instagram. The scraps and Post-it notes don't contain the choice words of our blogs or focus groups. Our garbage isn't crafted, designed, or branded. It's honest and...insightful.

Our garbage describes us better than we ever can (and in far fewer words). So while I may never become the next Gil Grissom, becoming a better strategist may start by looking inside the garbage.



EDUCATION

VCU BRANDCENTER

Fall 2014 - Spring 2016
M.S. Business
Strategy Track

GENERAL ASSEMBLY

Summer 2015
Front-end Website Development
Learned HTML & CSS to code my portfolio website.

HVERFORD COLLEGE

May 2014
B.A. Psychology
Minors: Chinese, Film Studies
Varsity Lacrosse Captain

EXPERIENCE

TBWA\MEDIA ARTS LAB - 🍏

Los Angeles, CA
June 2016 - Present

Junior Planner

iPhone / Shot on iPhone

- Evolved iPhone's long-term marketing playbook.
- Launched @apple Instagram - Apple's first owned social media channel, opening up to the iPhone community.
- Developed an in-depth competitive analysis of the smartphone category and presented directly to the client.

TBWA\Chiat\Day

Los Angeles, CA
June - August 2013

Account Management/Planning Intern

Crate&Barrel / Johnson & Johnson

- Took part in their intern training program (Pirate School)
- Tracked the competitive landscape of healthcare brands.
- Discovered my passion for planning and learned more about home decor than I ever thought I'd know.

Bandito Brothers

Los Angeles, CA
June - August 2013

Commercial Production Intern

Experienced the other side of the creative process.

- Got an inside look at all the moving parts of commercial pre-production.
- Learned that no matter how much you plan, sometimes you have to react quickly on set.

NVIDIA

Shanghai, China
Summer 2012

Marketing Intern

- I used my working Mandarin to interview store clerks who work in Shanghai's 4-story computer malls.
- Learned all about China's DIY computer culture.

SKILLS

Creative Brief Development
Qualitative Research
Competitive Analysis
Segmentation Studies (Simmons)
Survey Writing
Presentation Design (Keynote)
Brand Essence Videos (Final Cut Pro)
Front-End Web Development (HTML & CSS)