

Dallas Watkins

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Strategist and Community Builder

I am a college graduate from the University of Oregon with a Bachelor of Arts in Advertising and a minor in Political Science. During the four years I spent at the University of Oregon, learning about advertising, I developed a great passion for brand development, brand strategy, and media planning. Additionally, I have used these new skills and tools to relate my interests of sports, music, and clothing, amongst others, to develop a greater understanding of how each of these facets works together to create a successful campaign in various sectors of the industry. Moving forward, I am excited to gain further experience within the profession and expand on my passions through my work.

EXPERIENCE

VMLY&R: Seattle, WA - *Associate: Strategy & Insights*

March 2021 - Present

Microsoft

- Led creative strategy for Edge Browser cycles and updates
- Social auditing and listening across all Microsoft brands: **Surface, M365, Edge, Windows**
- Contributed to larger strategic campaigns across all Microsoft brands through research, creativity, and collaboration
- Used research tactics to collect data and statistics about the target audiences
- Creative/Strategic help for all things gaming related
- Used different social media platforms as sources of data to help strategize how to reach the target audience for each unique brand

Microsoft Store

- Social audits and listening for both Microsoft Store and competitors
- Collected and provided information to teams about gaming and gaming industry

Driscoll's Berries

- Used creative briefs to help build strategies for multiple small-scale campaigns
- Used research background to help build out decks for large-scale campaign

Oculus

- Helped gather posts related to product across various social channels daily and presented this to both clients and leads
- Created and presented informational decks about popular and or upcoming games

Meta

- Social auditing for related products on brand social channels

VMLY&R: Kansas City, MO (remote) - *Brand & Social Strategy Intern*

September 2020 - March 2021

Microsoft

- Provide creative briefs for new Edge release cycles
- Gathering and delivering daily updates of what's trending socially

Driscoll's Berries

- Creating and presenting creative briefs to both team and clients
- Gathering Background research to help create a "brand guide"

Mazda

- Social auditing for both brand and competitors

MAIP, 4A's Foundation: New York City, NY (remote) - *Brand Strategy Intern*

June 2020 - August 2020

- Completed professionally directed virtual training sessions about the advertising industry.
- Worked with numerous agencies to develop an understanding of brand culture, identity, and development within the field.
- Strategized in groups to create and complete assigned campaigns and case studies.

SKILLS

Photoshop

iMovie

Sports Marketing

Content Analysis

Brand Development

Spanish

MRI-Simmons

Sprout

Clubs and Organizations

Warsaw Sports Business Club:

As a member of the club, I engaged in weekly presentations given by industry professionals to further my development and understanding of the advertising and brand development career path.

MAIP 2020 Fellow:

As a MAIP fellow, I engaged in a summer-long virtual internship, learning about the various sectors and opportunities within the advertising field.

Education:

University of Oregon

(2016-2020)

Major: Advertising

Minor: Political Science