

HALEY BRIDGES

BRAND IS A BEAUTIFUL THING

I'm a brand strategist and literacy advocate living in Alabama. I help companies deliver on their values by developing brands that have something to say and something good to contribute.

CAREER EXPERIENCE

LEAD BRAND STRATEGIST

Focus Lab, July 2019 - today

- Prepare, lead, and facilitate client meetings including kickoffs, discoveries, interviews, workshops, group exercises, and sales calls
- Lay the right strategic foundation for clients and project teams
- Set the tone, build rapport, drive dialogue, and uncover what's hidden below the surface
- Champion and defend strategy, new ideas, and audience needs
- Ask tough questions and challenge the perception of B2B tech brands
- Be a voice of confidence, guidance, and rationale during key points of the project
- Provide strategy expertise across several disciplines including interactive, content, brand architecture, product naming, and positioning
- Develop strategies for multiple clients at a time
- Own internal projects and content creation alongside client work
- Drive team and interdepartmental collaboration
- Mentor and support other brand strategists
- Work closely with brand writers and designers on all brand outcomes
- Continually refine and improve the Focus Lab brand strategy process and methodology
- Developed brand strategies for high-performing technology brands like Salesloft, Luminate, Rows, Deputy, and more.

ACCOUNTS AND COMMUNICATIONS MANAGER

Fifth Advertising, August 2014 - July 2019

- Developed and launched the brand and company as the marketing division of Walker360
- Secured the full book of business through strategic partnerships, pitches, and RFPs
- Wrote all scopes, creative briefs, scripts, external copy, and content for the organization
- Led the art direction and conceptual strategies for significant video commercial productions
- Managed a team of six and acted as project liaison between clients and agency employees

EDUCATION

ENGLISH LITERATURE, Y'ALL

Auburn University, Bachelor of Arts
Communication Minor

CONTACT

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