

Gavon O. Broomfield

www.gavonowen.com

About Me Gavon is a brand and creative/marketing strategist specializing in design thinking and seeking opportunities to set visions for innovative projects and teams. With seven years of experience, he remains curious about culture, digital, inclusion, and sustainability. He loves strategic thinking, creative writing, facilitating workshops, qualitative research, and uncovering actionable insights.

Education **Parsons School of Design**
Strategy, Design, and Mgmt, MS, 2023
Fashion Business, Cert., 2018

Emory University
Neuroscience and Behavioral Biology, BS, 2016

Work Experience

Marketing/Creative Strategist **Led the development and execution of brand and marketing strategy, user research, and internal initiatives.**

Emcee Studios
June 2023 - January 2024

- Collaborated with product managers, designers, engineers, and stakeholders to product-market-fit hypotheses
- Assisted in developing and implementing marketing channels (Instagram, email, and event marketing)
- Created and managed internal marketing documents, case studies, and presentations
- Managed email and Instagram channels, event marketing, and paid campaigns
- Monitored and reported performance marketing efforts across all channels
- Established messaging strategy to ideate and execute copy and creative
- Coordinated editorial content creation across print and digital magazine
- Supported experiential teammates in live event planning and execution
- Supported social teammates in content strategy and production
- Updated the website with engaging content, copy, and products
- Assisted in the creation and execution of paid media campaigns
- Stay up-to-date with industry, consumer, and platform trends
- Coordinated user research to derive actionable insights

Accomplishments

- Led Emcee Studios' rebrand within the first four months to develop a marketing playbook, growing Emcee's Instagram account by 2.5k and email list by 2k contacts
- Established Emcee's Insights Team to develop actionable insights for product development through market research

Brand Strategist **Led client and internal projects, setting a vision for meetings, milestones, and deliverables and developing meaningful client relationships that lead to successful outcomes.** *Clients: Poshmark, Athleta, Lands' End, Grubhub, Bed Bath & Beyond, eBay, Lay's, Thermomix, CookingPal, Hatch, Harmon Face Values, Fras, American Eagle, Twist.*

Redscout
April 2019 - June 2023

- Delivered relevant brand ideas, strategies, and product/service solutions that satisfy business objectives
- Created project approaches, methodologies, and inspiring, culturally-driven content for pitches
- Integrated quantitative and qualitative data to derive meaningful and actionable insights
- Designed workshops and meetings to achieve understanding and alignment
- Crafted sharp, high-quality deliverables that provide clarity and impact
- Traced trends that influence project outcomes
- Fostered trust with senior clients

Accomplishments

- Proposed an internal initiative to update and install a design research methodology toolkit for strategy and design teams to execute research.
- Launched a Diversity and Inclusion task force that identified growth opportunities and implemented profound structural changes through ongoing inclusive initiatives.
- Built a client relationship that led to a \$50,000 project extension.
- Co-created an internship program for strategy interns.