

Kaitie Kovach

Brand Strategist

Contact

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Education

VCU Brandcenter
M.S. Business/Branding with a
Concentration in Strategy
May 2019

Marquette University
B.A. Journalism & Political Science
May 2010

Skills

- Brand strategy
- Qualitative research (focus group planning/moderation, interviews, ethnography)
- Quantitative research (survey design/analysis)
- Workshop design/moderation
- Market segmentation
- Comms planning
- Simmons
- Crimson Hexagon
- Qualtrics
- Sketch
- Final Cut Pro

Work Experience

Periscope – Minneapolis, Minn. 2019-now
Strategist

- Clients include Cox Communications, Hairless Dog Brewing and Twin Cities in Motion
- Provides support on new business pitches
- Redeveloped agency briefing process

Zambezi – Los Angeles, Calif. 2018
Strategy Intern

- Supported strategy department on work for clients including Witkoff, Ultimate Software, Autotrader and Venmo / Wrote and produced monthly "Bites" email trend report newsletter / Led intern project for Ember

Morning Consult – Washington, D.C. 2016-17
Deputy Editor

- Edited political news stories and email newsletters for content, style and ethics / Curated op-eds / Contributed to social media strategy and workflow improvements / Manager of two reporters

CQ Roll Call – Washington, D.C. 2010-16
Copy Editor, Researcher

- Editing and web production for all CQ Roll Call regular and special publications / Social media content and strategy / Writing and editing for special publications

Ask Me About

My curling career
The best bad movies
My delicious baked goods