

CHARLEY ZHENG

ABOUT

A human first. Then the rest follows: a believer in collaboration, transparency, the bigger picture. A practitioner of positivity, contextual thinking, and deep listening. A people advocate and design thinker by nature. A champion of finding purpose, having fun, living extraordinarily. And always getting ice cream on the cone.

EXPERIENCE

FREELANCE BRAND + EXPERIENCE STRATEGIST | MARCH 2018 - PRESENT

I help brands large and small figure out who they are, how they show up in the world, and the unique value they bring to people's lives. Agencies include Blue State Digital, Pereira O'Dell, Mocooco Muse and clients include Weebly, Life 360, Truth Be Told, and Google CS First.

FREELANCE SENIOR STRATEGIST | DAE ADVERTISING | JUNE 2017 - FEBRUARY 2018

Lead multicultural research initiatives, client & creative workshops, and marketing strategy for Wells Fargo, Gilead, Kikkoman, and AARP. A "wear many different hats" type shop where I got to play multiple roles as lead strategist, writer, creative, and mentor to juniors.

STRATEGIST | AKQA | JUNE 2015 - MARCH 2017

Research, planning, and development of brand and user experience strategies for Nike. Brand, content, and communications strategy lead on extracurricular & pro-bono initiatives, including Oregon Angel Fund (VC fund) and dfrrntpigeon (social advocacy)

DIGITAL STRATEGIST | CINCO DESIGN | MARCH 2014 - MAY 2015

Helped guide internal comms and client brand strategy from discovery to implementation. Contributed and consulted on multi-disciplinary projects with a focus on brand storytelling, user experience, and human-centered thinking for Dell, Gogoro, and Microsoft.

JUNIOR STRATEGIST | ROUNDHOUSE AGENCY | FEB 2013 - JULY 2013

Conducted social monitoring and reporting for the Xbox brand to deliver data-driven solutions and creative recommendations. Contributed research and consumer insights for brand campaigns.

MISC HONORS

GOOGLE +20

Selected as one of 20 total creatives to participate in a multi-disciplinary workshop with Google and creative leaders from around the globe to collaborate on a one-day pitch project. Worked cross-collaboratively to hatch an innovative solution that responded to Google's brief.

CONTACT



650 931 5355



hello@charleyzheng.com



hellocharley.co

EDUCATION

LEWIS & CLARK COLLEGE, 2011

Bachelor of Arts, English

CREATIVE
STRATEGIST