

# Andi Wenck

Strategist

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Muskego, WI

**Strategist by day, farmer by night, I plant strategies rooted in *real* insights to grow relevant and meaningful brands.**

## Skills

Brand Architecture  
Brand Strategy  
Brief Writing  
Creative Copywriting  
Comms Planning  
GWI, Helixa & Vivvix  
Mintel / Comprimedia  
MRI Simmons  
Persona Mapping  
Pitching & Presenting  
Qualitative Research

## Clients

AutoZone  
Chicago Red Stars  
Choose Chicago  
Citibank  
Foremost Farms  
James Hardie  
myQ x Chamberlain  
Plezi  
Wayfair

## Bonus

Former B1G Athlete  
Certified Workhorse

## Experience

### HAVAS CHICAGO

Senior Strategist | June 2022 - Present

### THE GROVE AT BASSE'S FAMILY FARM

Farm Market Manager | Fall 2024

### WENCK FAMILY FARMS

Brand Manager | January 2022 - Present

### MARKER SEVEN

Strategy & Design Intern | June 2021 - August 2021

### MORGANMYERS, A G&S AGENCY

Communications Intern | January 2021 - May 2021

### MARYLAND ATHLETICS BROADCASTING & PRODUCTION

Production Intern | June 2018 - May 2020

### WUSA9 NEWS NETWORK

Digital Media Intern | June 2019 - August 2019

### D.C. UNITED

Production Intern | February 2019 - May 2019

## Education

### VCU Brandcenter, Richmond

M.S. Business/Branding, Experience Design

### University of Maryland, College Park

Broadcast Journalism Major + Leadership Studies Minor

