

Andi Wenck



Strategist

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www.andiwenck.com
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

BASSE'S COUNTRY DELIGHT FARM MARKET

Farm Market Manager | August 2024 - Present

WENCK FAMILY FARMS

Brand Manager | January 2022 - Present

HAVAS CHICAGO

Senior Strategist | June 2022 - May 2025

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