

ANDI WENCK

CREATIVE STRATEGIST & STORYTELLER

I'm infatuated with people. I love to learn about what makes people tick and why they do the things they do. Aside from straight-up curiosity, I ask questions that build strategies grounded in truth. Because I believe some of the best strategies rely on human-centered insights gained from real-world experience, not just historical data or market research.

SKILLS

- Brand Strategy
- Brief Writing
- Creative Writing
- Experience Design
- Ideation
- Public Speaking
- Qualitative Research
- Storytelling

BONUS

- Adobe After Effects
- Adobe Illustrator
- Keynote
- Adobe Photoshop
- Adobe Premiere Pro

EXPERIENCE

Havas Chicago

Strategist | June 2021 - Present

Leverage market research and social listening forums to draw meaningful and culturally relevant insights. Write briefs for creative ATL/BTL work and brand/product positioning. Ensure campaign consistency from inception to launch.

Marker Seven

Strategy & Design Intern | June 2021 - August 2021

Conduct, compile and synthesize market research for client projects. Create persona profiles, user stories and product feature maps. Identify challenges and provide insight-fueled strategy to enhance platforms, products and user experiences.

MorganMyers: Marketing + PR Agency

Internal Communications Intern | January 2021 - May 2021

Create engaging web copy, graphics and broadcasts for internal clients. Manage digital platforms and strategize channels to improve media analytics. Provide intuitive solutions to enhance digital assets and media relations.

WUSA9 Local News Network

Digital Media Intern | June 2019 - August 2019

Follow trending stories, pitch ideas, write copy and edit web stories. Cut newscast video, send push alerts and post to social media. Work with professional journalists to create multimedia packages for web consumption.

EDUCATION

VCU Brandcenter, Richmond 2022

M.S. Business/Branding, Experience Design, 4.0 GPA

University of Maryland, College Park 2020

Broadcast Journalism Major + Leadership Studies Minor
Maryland Women's Soccer Scholarship Athlete
3.966 GPA, Summa Cum Laude, Maryland Medallion Society