

# MISHAAL ABBASI

(mish-AHL uh-BAH-see)

## EDUCATION

### VCU BRANDCENTER

M.S., Business

Focus: Branding + Strategy

### VIRGINIA COMMONWEALTH UNIVERSITY

B.S., Communications

Focus: Public Relations, Film, English

## SKILLS

### STRATEGY + SOCIAL + CREATIVE

Brand Positioning, Brand + Cultural Analysis, Brief Development,  
Consumer Targets, Content Strategy, Comms + Media Planning,  
Digital Strategy, Social Strategy, Project Mgmt, Creative Concepting,  
Copywriting, Editing, Content Mgmt

### RESEARCH + ANALYSIS

Qual & Quant, Consumer Segmentation, Data Analysis +  
Synthesis, Surveys, Ethnographic Interviews, Market + Competitive  
Analysis, Social Listening, Trend Watching, Stakeholder Interviews,  
Primary + Secondary Research, Workshops

### TECHNICAL

Keynote, Survey Monkey, Excel, SEO, SEM, Social Media, Facebook  
Analytics, Google Analytics, Final Cut Pro, Adobe InDesign,  
GarageBand, Simmons, G Suite, Qualtrics

## INTERESTS

### GUERRILLA FILMMAKING

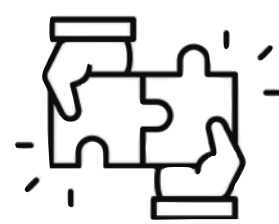
Vine Snapchat TikTok counts.

### POP CULTURE PHENOMENONS

Ask me about the "Kylie Jenner Bump." No, it's not a butt joke.

### STRESS CLEANING

The world is loud. Vacuum cleaners are louder.



## ASSOCIATE STRATEGY DIRECTOR

CōLAB // OCTOBER 2021 - PRESENT



## SR. MANAGER INTEGRATED BRAND MARKETING

OLD NAVY // FEB 2021 - OCTOBER 2021



## SR. STRATEGIST / CONSULTANT

VARIOUS FREELANCE // MAY 2017 - OCTOBER 2021



## SENIOR STRATEGIST

ON BOARD EXPERIENTIAL // SEPT 2018 - APRIL 2020



## BRAND STRATEGIST

UNCOMMON BOLD // JAN 2018 - SEPT 2018



## COMMUNICATIONS STRATEGIST

MOST LIKELY TO // AUG 2017 - DEC 2017



## ASST. MEDIA BUYER

M MEDIA + MARKETING, INC // DEC 2014 - DEC 2016

## CONTACT

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### PORTFOLIO

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