

LANA M. UGURTAS

Strategy Director

LPK, STRATEGY DIRECTOR

2023-Present

Client Projects: Totes Isotoner, Nationwide, Corona, CityFurniture, Delta

- Leading client strategic work by developing project plans with a focus on brand foundations, brand architecture, and trends research
- Developing and building agency's strategic tools, methodologies and capabilities by analyzing existing frameworks and identifying opportunities for growth and improvement
- Developing and deploying qualitative and quantitative consumer research plans by developing surveys and interview guides to uncover consumer insights
- Conducting research through cultural, brand, and category insights to identify opportunities and inform brand strategy
- Using the 4Cs framework to craft a narrative to summarize research findings to provide strategic recommendations
- Contributing to thought leadership by researching, analyzing and writing opinion articles on consumer behavior, branding and trends
- Managing a team of strategists by guiding the work and future career development

DENTSU, STRATEGY DIRECTOR,

2022

- Lead a strategic client relationship for the **American Express** B2B account by developing brand strategies for the new and existing products through positioning territories
- Conducted research through cultural, brand, and category insights to identify opportunities and inform brand strategy
- Used the 4Cs framework to craft a narrative to summarize research findings to provide strategic recommendations
- Worked with the research team to conduct qualitative and quantitative research to test positioning territories and use the findings to make final recommendations on the strategic directions
- Developed brand strategy frameworks for new and existing products based on the research insights
- Created consumer journeys and messaging recommendations based on the developed brand strategy
- Developed creative briefs based on the brand strategy to deliver to the creative teams for various creative executions such as messaging, brand identity and advertising
- Mentored and managed junior strategists by guiding them with work projects, as well as career development

MOMENTUM WORLDWIDE, SENIOR STRATEGIST

2019-2022

Client Projects: Verizon, Samsung, Coca-Cola, Powerade, Walmart, infarm

- Led strategy on the Verizon account across Mobile, 5G and Home products as a dedicated Senior Strategist by devising brand strategies that are rooted in cultural and market insights
- Developed creative briefs based on the insights gathered through research that aligned with the overall brand strategy for experiential and content workflows
- Worked with the creative team to develop creative ideas that meet business objectives by developing brand frameworks and methodologies
- Assembled strategic insights into a narrative in the form of presentation materials
- Managed and mentored direct reports by fostering an environment of mutual respect and partnership and strategic thinking
- Led yearly strategic planning for Mobile, 5G and Home work streams
- Sold in the value of the strategic services to client's business, helping them define needs and ongoing solutions
- Led new client acquisition and new business pitches
- Participated in the Luxury Practice at McCann Worldgroup by providing strategic expertise and thought leadership around the luxury sector and redefining luxury for the future

SPRING STUDIOS, SENIOR STRATEGIST

2018-2019

Client Projects: Canada Goose, Kiehl's, Estee Lauder, Fila, Equinox, TUMI, MasterCard, Disney, Simon

- Led projects across the agency's fashion, beauty and luxury clients, including brand and initiative launches, as well as offering ongoing strategic support for existing clients
- Developed strategies for brands based on the insights from the analysis and synthesis of qualitative and quantitative research
- Established comprehensive research plans with a mix of qualitative and quantitative research, including brand audits, stakeholder interviews, industry, trend and competitive analysis
- Identified target markets and created unique brand positionings for clients
- Brought creative concepts to new and existing clients that were rooted in solid and ownable insights
- Worked in tandem with the creative team to translate strategy into a creative approach that would inform creative execution
- Developed new business proposals by researching, identifying opportunities, and presenting strategic recommendations to clients

CONTACT ME

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Website Password:
BRANDING

EDUCATION

School of Visual Arts, New York
Masters in Branding

The Art Institute of Washington,
**Bachelor of Fine Arts degree in
Media Arts and Animation**

SKILLS

Brand Strategy
Brand Positioning
Brand Foundations
Brand Architecture
Market Research & Trend Analysis
Client & Project Management
Quantitative and Qualitative Research
Communication and Content Strategy
Content and Channel Planning
Experience Strategy
Digital and Social Strategy
Brand and Product Development
Audience Development
Consumer Journey Development

LANA M. UGURTAS

Strategy Director

PSFK, STRATEGIST AND RESEARCHER

2016-2018

Client Projects: Westin, Verizon, Microsoft, P&G, Coca-Cola, Toyota

PSFK Reports: Future of Retail, Future of Work, Future of Health, Beauty Debrief, Entertainment Debrief

- Identified key trends driving change and innovation in the various industries and defining larger consumer shifts within specific fields, such as Retail, Beauty, Entertainment, Food and Wellness and Health
- Conducted primary and secondary research across multiple verticals, such as retail, advertising, and design, by collecting and analyzing quantitative and qualitative data
- Led client projects and internal PSFK Trend reports by crafting research briefs, creating timelines and managing design and editorial production
- Researched, wrote and published trend reports on emerging industries such as Retail, Beauty, Entertainment, Banking, Food and Wellness, and Health.
- Provided clients with actionable insights and strategic recommendations based on the trend analysis
- Presented PSFK findings and insights at conferences and industry events

THEATERMANIA, BRAND MANAGER/ ART DIRECTOR 2011 - 2014

- Led a rebrand of TheaterMania by
 - Creating a new brand positioning
 - Identifying and segmenting a new target audience
 - Developing a new visual identity and brand architecture based on the strategic positioning
 - Conducting audience research to determine new product development
- Provided brand direction to increase consistency within TheaterMania brand by developing brand guidelines
- Worked with the marketing department to create a social media and advertising strategy
- Worked on maintaining brand values across different TheaterMania brands such as TheaterMania Gold Club (Membership Theater Tickets Service), TM Magazine (TheaterMania's in-house monthly iPad magazine), Drama Desk Awards' (Annual theater award show) and OvationTix (ticketing B2B)