

LONDON HALLS

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www.londonhalls.com



education

B.A. in Advertising

Brigham Young University
Graduation: Spring 2021
Emphasis: Strategic Planning

awards

Effie Collegiate Finalist

Brand Challenge 2021: Bose

One Show

Silver Cube Award 2020:

Conair

Utah Addys

Judge's Choice Award, 3

Gold 2020: Conair

Andy

Shortlist 2020: Conair

passions

Competitive mogul skiing

Violin soloist and musician

Spanish speaking

experience

Associate Strategist

Dentsu Mcgarry Bowen | June 2021 - Present | New York

- Optimizes research, insight, and storytelling to construct strategic briefs and thought leadership presentations for Nothrop Grumman
- Develops regular competitive analyses and trending reports using industry knowledge to provide a brand-led perspective to clients
- Learned to implement strategy research tools such as YouGov, GWI, and Foresight Factory in order to augment strategic work with audience segmentation
- Grows strategic voice through open collaboration with other strategy, creative, and account team members

BYU Adlab Brand Strategist

BYU | August 2019 - Present | Provo, UT

- Lead research and insight development for agency clients such as Amazon, Under Armour, Grandpa Beck's and Spotify
- Cultivates secondary and primary research into strategic briefs for creative teams and presents those briefs to shape creative for 10+ campaigns
- Developed a campaign for the Effie Brand Challenge by constructing a survey, competitive analysis, brand perception assessment, and generational trend study

Mad Gals Head of Strategy

BYU | September 2019 - Present | Provo, UT

- Cultivates a community of equality for women entering the ad industry through strategic events and resources
- Brought in 10 different women currently working in the ad industry to discuss gender equality in the workplace
- Created and Implemented a diversity and equity survey system for the BYU Ad program to track and develop their inclusion progress

Brand and Marketing Intern

FreshLime | June 2019 - August 2019 | Lehi, UT

- Created and proposed a 360 social media plan for B2B clients by research while staying within a \$15,000 budget
- Implemented consumer-facing communication in writing the company help page

U.S. Ski and Snowboard Social Media Intern

USSA | Jan 2019 - April 2019 | Park City, UT

- Strategized and implemented social media plans across platforms to improve reach
- Generated first-hand content as a media creditor at the 2019 World Championships