

GRACE BRONDYK

SENIOR STRATEGIC ANALYST

CONTACT

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EDUCATION

BS BUSINESS ADMINISTRATION/ ACCOUNTING & MARKETING

University of Vermont /
Grossman School of Business
May, 2016

SKILLS

//TOOLS

- Adobe Analytics
- Google Analytics
- IRI
- Tableau
- Sprinklr
- Social Analytics: FB, TW, IG
- Sysomos/Infegy
- YouGov Profiles/Brand Index
- Simmons Research
- Oracle Responsys
- Mintel, Statista, Forrester
- Adobe Creative Suite

//TRAINING

- 2019 Adobe Summit
Workspace training
- Adobe "Top Gun" (April '17)
- Facebook Blueprint
- Tableau Training (March '17)
- Various FCB trainings:
presenting, new business

PROFILE

I am a storyteller at heart. I use numbers to craft meaningful insights that can impact change. I have always had a passion for design and the creativity that it emphasizes, and am constantly exploring ways to incorporate my marketing and accounting knowledge with this passion. My current role as a strategic analyst has enabled me to be creative through problem solving and strategy. I believe that the best ideas are born from our experiences, and the knowledge gained from them. This belief motivates my unrelenting will to wonder.

PROFESSIONAL EXPERIENCE

FCB CHICAGO

SENIOR STRATEGIC ANALYST | JULY 2018 - PRESENT

Accomplishments:

- Increased scope for our department worth an estimated \$100k in annual revenue by developing a new reporting process for my client's digital tactics.
- Established myself internally and with clients as a strategic business partner in the digital space, resulting in my nomination and receipt of the FCB "Above and Beyond" award.
- Helped acquire \$8M in new business revenue by identifying a gap between a franchised sandwich chain's current target definition vs. the market's representation through YouGov survey data.
- Led and created the curriculum for the summer internship program in 2018.

Day-to-Day Responsibilities:

- Partnering with internal teams and clients to inform creative/media strategies.
- Selling digital marketing strategies and ad hoc campaign reports to B2B & B2C clients within the telecom, financial, & retail industries.
- Managing client social, website, and digital media reporting using various tools.
- Advising and implementing new brand measurement and testing plans.
- Analyzing user behaviour and creative performance via Adobe Analytics.
- Defining key target consumers through market research and opportunity sizing.
- Customer journey mapping to discover points of friction & barriers to conversion.

FCB CHICAGO

STRATEGIC ANALYST | DECEMBER 2016 - JUNE 2018

THINKCERCA

ANALYTICS ASSOCIATE | JULY 2016 - NOVEMBER 2016

ThinkCERCA is an EdTech Start-up based in downtown Chicago.

- Managed client financial information through Salesforce and Intuit Quickbooks.
- Built market reports using insights extracted from Salesforce, and ADP.
- Aided in distilling research data into actionable insights by creating reports and white papers, building brand strategies, and advising on positioning and targeting.