

JANICE MOMOKO CHOW *Strategic Planner*

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SUMMARY

I am passionate about uncovering ideas and consumer insights to better shape brand strategy. From lifestyle and product innovation to on-the-street trends and culture, I champion the voice of the consumer. I am experienced in engagement marketing, client service, communications, and writing.

EXPERIENCE

Digital Strategist | PSFK & Peep Insights (divisions of Anomaly) | NYC | July 2009 - Present

Create customized briefs and consumer insights across categories in digital, retail, design, mobile, gaming, electronics.

Clients: Apple, BMW, and Samsung, PSFK.com

- Commended for deep-dive insights and brand analysis of digital campaigns and online communities;
- Write articles and manage social media for PSFK.com: edit articles, SEO, SEM;
- Contribute to trends analysis and ethnography at Next PSFK and Japan PSFK.

Brand Strategist, Freelance | Black Frame | NYC | Sept 2008 – April 2009 & **Writer, Freelance | Cool Hunt, Inc.** | NYC | Sept 2008 – July 2009

Developed brand insights and communication strategy for product launch, positioning, and engagement for accounts.

Clients: Nike, Rodarte, Acne Jeans, Opening Ceremony, Erin Wasson x RVCA, *Interview*, *Visionaire*, & *V Magazine*; *VOGUE*, *Elle*, *Marie Claire*, *Cosmopolitan*, and *Esquire*; New York Fashion Week and Armory Arts Week.

- Produced Global News Section: 10 emerging trends, 20 feature stories, and Street Fashion Profiles monthly
- Developed brand character, positioning and message, briefed creatives;
- Pitched and expanded global news generating \$48,000 of new revenue within 5 months at agency;
- Executed social media strategy and delivery, resulting in increase of 7% product placement in digital media.

Business Development, Marketing | The Museum of Contemporary Art | Los Angeles | Aug 2007 – Sept 2008

Developed brand strategy for the marketing and sponsorship of artists, events, and corporate offerings.

- Strong business acumen in engagement marketing: managed sponsorships and wrote 75 proposals;
- Spearheaded web research, managed 250 client portfolios, developed marketing plans;
- Managed events, live presentations, blog, and social media content for 15 artists and 20 events.

Strategist, Consumer Insights | The Lambesis Agency | NYC / Tokyo | Nov 2006 - Present

Collaborate with planners to refine brand strategy, product development, and innovative positioning.

Clients: Campari, Hitachi, bebe, SKYY, and Levi's, LReport.com

- Generated briefs for brand communication strategy and wrote Tokyo edition, LReport.com;
- Developed brand ideas, storytelling, character and user experience to communicate message;
- Analyzed trends in consumer aspirations, interviewed creators, and conducted focus groups & local tours.

Strategist, Engagement Marketing | Levi Strauss & Co. | Tokyo / Los Angeles | June 2005 – Sept 2008

Produced case studies of consumers and contributed strategic planning in North America and Japan markets.

- Recruited, interviewed, and engaged 60 consumers in non-focus groups of the brand and product offerings;
- Produced 360 profiles and 2,880 photos of fans at music and design events, conducted ethnographic studies;
- Developed ideas for live events, sponsorship, and retail marketing to reach target audience.

RELEVANT EXPERIENCE

Contributing Writer | [MobileBehavior](http://MobileBehavior.com) Next Great Thing (NYC) | Aug 2009 - Present

Blogger | MomokoMashups.com (NYC / Tokyo) | May 2008 – Present

Language Consultant | The Japan Exchange & Teaching Program (Tokyo) | July 2005 – April 2007

Account Planning Intern | The Lambesis Agency (San Diego) | Jan 2005 – June 2005

Research Assistant | University of California, San Diego (San Diego) | Sept 2003 – June 2004

EDUCATION

School of Visual Arts, New York | School of Continuing Education | Brand Strategy | 2009

University of California, Los Angeles | Professional Studies | Interactive Marketing & Advertising | 2005

University of California, San Diego | Baccalaureate of Art | Psychology | Dean's List | 2004

- Focusing in Consumer Marketing and Cognitive Psychology | Urban Studies & Planning Minor | | GPA 3.55

DIGITAL SKILLS

- PC/MAC, Keynote (iWork), PowerPoint, Adobe Creative Suite, Simmons, Mintel, Iconoculture, LexisNexis Research, Wordpress, Twitter, CMS, HTML, and CSS.
- Advanced fluency in Chinese, intermediate fluency in French and Japanese, and basic fluency in Spanish.