

erin cunningham

Brand Strategist

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Summary

High-spirited and sedulous branding professional who excels at developing brand strategy and positioning, forecasting trends to identify market opportunities, and mining consumer insights to inform brand communications and identity systems. Offers a Master's Degree in Branding and 2 years of relevant industry experience. Eager to fulfill a Strategy role to produce large-scale, transformative work and surpass client goals.

Education

School of Visual Arts

MPS Branding

Master of Professional Studies

Class of 2022

New York University (NYU)

Gallatin School of Individualized Study

Bachelor of Arts

Specialization:

The Curation and Perception of Beauty in a Visual Culture

Class of 2021

Experience

Artist, 2018-Present

Beauty and Special Effects (SFX) Makeup Artistry

New York, NY

- Beauty makeup applications for bridal and editorial/print
- SFX makeup applications for film
- Crafting personal brand identity
- Leveraging social engagement to increase brand awareness and professional collaboration

The Center of Makeup Artistry and Design, 2018-2020

Educator and Creative Assistant

New York, NY

- Course educator and lecturer
- Developed verbal brand identity and social strategy
- Designed visuals for course advertising and social platforms
- Managed marketing communications and social outreach to boost engagement and increase brand awareness
- Workshop and special event coordination for network expansion through Eventbrite and Mailchimp

Skills

Brand strategy

Qualitative and quantitative research

Trend forecasting and analysis

Mining key insights

Design thinking

Conducting competitive audits

Educator and lecturer

Leadership experience

Achievements

Publication of my 100 Day project

in PRINT Magazine

2022

New York University Honors Scholar

2021

Named to NYU Gallatin Dean's List

2017, 2018, 2020

Invited by the Beauty Curation team

at RAW Artists to showcase my work

in the Brooklyn ARISE Showcase

2019

Invited to join editor team for NYU

Gallatin's online magazine, *Confluence*

2018

Recruited to the NYU Varsity Softball

team

2017