

Jo Rozycki

THEY/THEM - NYC

BRAND STRATEGIST
SOCIOLOGIST
RESEARCHER

Experience

Senior Brand Strategist Mekanism

October 2024 - January 2026

Amtrak | Jose Cuervo | Summit Credit Union |
AZO | Estroven

Brand Strategist Ogilvy NY

May 2023 - October 2024
H&R Block

Strategy Intern Words from the Woods

Summer 2022

RTIC | Old Elk | Whiskey Smith | MaineHealth |
Rangeley Byway | Saddleback Ski Resort

Education

VCU BRANDCENTER (2021-2023)

M.S. Business/Branding - Strategy

COLLEGE OF WILLIAM & MARY (2016-2020)

B.A. Sociology

Contact

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Skills

Brand Strategy

Brand Positioning

4 C's

Insights Analysis

Trend Identification

Digital and Cultural Ethnography

Audience + Persona Building

Qual/Quant Research

Client Briefing + Presentation

Comms Planning

Brand Pillars

Consumer Journey Mapping

Talkwalker

MRI Simmons

Final Cut Pro X proficient

Ask Me About

- My Mister Rogers tattoo... or my mayonnaise tattoo
- How working in a craft brewery sparked my interest in alcohol research and branding
- My love for the New York Mets