

# 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

(434) 414-4268

jorozyckirva@gmail.com

www.thejorozycki.com

## 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