

# Jo Rozycki

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## EXPERIENCE

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### MEKANISM

Senior Brand Strategist

New York, NY  
Oct 2024 – Feb 2026

- Day-to-day strategic lead on Amtrak. Researcher, creative brief-writer, performance analyst, and curator of insights. Led to 2 years of record-breaking ridership, increases in brand consideration and ad awareness. Campaign won the Skift IDEA Award 2025.
- Creative briefs, paid social & media briefs, launch strategies, comms planning, QBRs, new business pitches, audience messaging hierarchies, and more.
- Other brands include Summit Credit Union, Custom Ink, i-Health (AZO, Estroven, Culturelle), Jose Cuervo.

### OGILVY

Brand Strategist

New York, NY  
Mar 2023 – Oct 2024

- Supported the Strategy Director and Group Strategy Director on H&R Block.
- Category/consumer/competitive researcher, trend analyst, report writer. Created bespoke target audience personas via MRI-Simmons and GWI, eventually becoming the audience whisperer for our larger team on the account.
- Campaign won the 2025 ARG David Ogilvy Award and the 2025 WARC Effectiveness Award. Increased revenue by 4.5% YoY, increased average order value (AOV), increased brand usage by 15% YoY, and ROI 37% YoY.

### WORDS FROM THE WOODS

Brand Strategy Intern

Portland, ME  
Jun 2022 – Aug 2022

- Key researcher for the strategy team. Wrote social strategy, comms plan, brand values and pillars, and tracked competitive.
- Brands include RTIC, WhiskeySmith, Nooku, Old Elk, MaineHealth, Saddleback Mountain, Rangeley Lakes Heritage Trust, Aroma Joe's, and more.

## EDUCATION

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### VIRGINIA COMMONWEALTH UNIVERSITY - BRANDCENTER

Master of Science - Business/Branding, with a concentration in Strategy

Richmond, VA  
2021-2023

- Relevant Coursework: Craft (of Strategy), Strategic Thinking, Business of Branding, Persuasion
- Activities: Admissions Ambassador, class representative for the Strategy cohort

### COLLEGE OF WILLIAM & MARY

Bachelor of Arts - Sociology, with a concentration in Social Problems, Policy, and Justice

Williamsburg, VA  
2016-2020

- Relevant Coursework: Quantitative Methods (SPSS, sociological statistics), Qualitative Methodology, Global Social Problems, Sociological Theory, Immigration, and Criminology
- Activities: Research Assistant for Thomas J. Linneman, Passing Notes A Cappella, ACSM-certified personal trainer with Campus Recreation (winner of the 2020 Personal Trainer of the Year)

## EXTRAS

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**Professional Skills:** Brand Strategy, Brand Pillars, Brand Positioning, 4 C's, Data & Insights Analytics, Storytelling, Trend Identification, Digital & Cultural Ethnography, Audience & Persona Building, Qual/Quant Research, Survey Building, Focus Groups, Comms Planning, Social Strategy, Launch Strategy, Consumer Journey Mapping.

**Technical Skills:** Proficient in MRI-Simmons, GWI, and Talkwalker. Intermediate in boolean search. Advanced in Google & Microsoft Suite.

**Certifications & Training:** Google Ads Display. Talkerwalker General User Lite. Final Cut Pro X 10.6 Essential Training. R & Data Visualization (pending).