

# Jo Rozycki

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## Strategist, Sociologist, Researcher

### education

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#### VCU Brandcenter//M.S. Business/Branding

Concentration in **Strategy**

Student body representative for Strategists

Brands I've worked on: Carvana, Twisted Tea, Walmart, BiC Razors, Snap-On Tools, Glossier, Maxwell House, and more

Aug 2021-  
May 2023  
(anticipated)

#### College of William & Mary//B.A. Sociology

Concentration in Social Problems, Policy, and Justice. Minor in Gender, Sexuality, and Women's Studies.

Relevant coursework: Quantitative and Qualitative Methods, Social Movements and Social Change

Aug 2016-  
May 2020

### experience

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#### Strategy Intern// Words from the Woods

Things I did: competitive analyses, brand audits, building brand identity and pillars, social strategy, campaign strategy, building and writing creative briefs, and pitching strategy to clients.

Clients I helped: RTIC, Old Elk, Whiskey Smith, MaineHealth, Rangeley Byway, Saddleback Ski Resort, and more.

May 2022-  
August 2022

#### Freelance Strategist

Agencies such as Familiar Creatures, Words from the Woods, and Frontier.

August 2022-  
present

Former journalist and ex-theatre kid.

A cowboy born on the East Coast.

I believe in storytelling, good research, and the power of identity.

### contact

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[www.linkedin.com/in/jo-rozycki](http://www.linkedin.com/in/jo-rozycki)

### skills

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- Brand strategy and positioning
- Competitive analysis
- Category audits
- Creative briefs
- Culture analysis
- Digital and cultural ethnography
- Project management
- Deck structure + design
- Qual/Quant research
- Client briefing and presentation
- Comms planning
- Talkwalker and Google Ads certified
- Final Cut Pro X proficient

### ask me about

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- My Mister Rogers or Duke's Mayo tattoos
- How working at a local RVA brewery sparked my interest in alcohol category research and branding
- My work with Project Yellow Light

### favorites:

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Book: *This is How It Always Is*, Laurie Frankel

Movie: *Fried Green Tomatoes* or *Everything Everywhere All At Once*

Ice hockey team: Montreal Canadiens, when they're not losing horribly