



# MICHAEL BARTLEMAY





Brand Planner

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## BIOGRAPHY

Tenacious planner with a need to create engaging and lasting brands. Comfortable marrying data and qualitative findings to find the perfect insight for a creative campaign. Experienced in many industries from QSR to nonprofit to entertainment.

 /michael.bartlemay  
 /bmay93  
 /michaelbartlemay  
 michaelbartlemay.com

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## EXPERIENCE

### STRATEGIST

Moroch Partners | July 2017 - Present

### JUNIOR BRAND PLANNER

Moroch Partners | August 2015 - July 2017

- Led strategic planning for the Kia Latino social holiday campaign from creative briefing through finished product
- Led strategic thinking for PJ's Coffee rebranding effort from workshop through implementation
- Wrote strategies for winning new business pitches like Kia Latino
- Assisted in the McDonald's field recertification process by finding insights for over 10 local markets
- Developed personas and brand brief for the content strategy for Taylor Hooton Foundation
- Wrote creative briefs for Pure Fishing, Wilsonart, Baylor Scott & White, and Kia Latino
- Assisted in leading over 10 Brand Truth Workshops for brands like PJ's Coffee and Samsung HVAC
- Developed local consumer insights for every Six Flags Park
- Conducted market research for McDonald's, Tenet Healthcare, Oasis Brands, Haggar, Theisen's, and many others including focus groups, quantitative, street chats, etc.

### ACCOUNT SERVICE INTERN

TracyLocke | Summer of 2015

- Wrote creative briefs for multiple projects for Direct Energy
- Created and updated competitive outlook report for multiple client bases
- Placed third in summer long intern challenge for Pepsi, highlighting their Super Bowl partnership
- Won intern challenges for Samsung, launching Samsung Pay, and DCVB, promoting the NCAA Women's Basketball Tournament

### MARKETING INTERN

Entegra Technologies | Summer of 2014

- Part of regular Marketing Strategy meetings in Austin to discuss content creation and placement
- Created content for master sales presentation used by sales team throughout the country
- Developed sheets to leave behind on sales calls highlighting product capabilities for their business
- Assisted in developing Quick Start Guide and User Manual included with every product
- Developed Frequently Asked Questions content for website

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## EDUCATION

### Bachelor's of Business Administration

Baylor University | August '11 - May '15

- Business Fellows, Marketing, and Entrepreneurship Majors
- Political Science Minor
- 4 semesters of German
- Graduated Magna Cum Laude
- Studied abroad in Maastricht in Spring of 2013

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## AFFILIATIONS AND ADDITIONAL EXPERIENCE

- Published in Advertising Age ("The Perils of Generational Segmentation")
- American Advertising Federation of Dallas
- Eagle Scout
- Alumni Member of Beta Theta Pi