



MICHAEL BARTLEMAY

Brand Planner

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BIOGRAPHY

Tenacious planner with the skill 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 B2B to QSR to entertainment.

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EXPERIENCE

PLANNER

VMLY&R | April 2018 - Present

- Lead strategic planning and consumer insights on Bridgestone
- Developed a strategic direction for the largest Off-The-Road launch in Bridgestone America's history
- Launched new campaigns for both Bridgestone and Firestone Off-The-Road Tires
- Manage marketing for all residential energy efficiency programs at Georgia Power
- Led planning for Georgia Power's annual "Thank A Lineman" campaign
- Worked on multiple winning new business pitches

STRATEGIST

Moroch Partners | July 2017 - March 2018

JUNIOR BRAND PLANNER

Moroch Partners | August 2015 - July 2017

- Led strategic planning for all Kia Latino social campaigns and evergreen content
- 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

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

AFFILIATIONS AND ADDITIONAL EXPERIENCE

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