

John Cheek

Los Angeles, CA
Web: johncheek.net
Mobile: (512) 213 – 0606
Email: contact@johncheek.net

Skills

- **Observation:** absorbing ideas from the most unexpected places
- **Strategy:** interpreting and synthesizing big ideas into concise briefs
- **Presentation:** organizing and delivering presentations that compel, inform and persuade
- **Culture:** understanding how to speak to multicultural consumers most effectively
- **Research:** collecting data via a variety of primary and secondary methods
 - **Primary:** interview, survey, ethnography, focus group
 - **Secondary:** Nielsen IMS Clear Decisions (crosstab for Simmons, MRI, etc.), Iconoculture, Interpret New Media Measure, Mintel, GutCheck, RealityMine Touchpoints

Experience

Initiative

Los Angeles, CA

2012—Present

Supervisor, Consumer Strategy

2014—Present

- Train, assist, and help manage workflow for the department's four strategists and associates
- Contribute in all phases of the strategy process: planning projects, conducting research and analysis, drafting and presenting insights & strategy, and facilitating idea generation with planning teams
- Serve as a primary point of contact for other Initiative teams: answering inquiries, managing requests, communicating with clients, and proactively proposing ways our team can assist
- Teach and support other teams in the use of the company's tools and working processes
- Research and produce POV reports on consumer, tech and media trends: *The Future of Consumer Data-Driven Insights*, 2014; *Hispanic Marketing & Media*, 2012

Previous: Consumer Strategist, 2013—2014; Junior Strategist, 2012—2013

Clients I've worked on include: Amazon, Hyundai, MillerCoors, Dr Pepper/Snapple, Sonos, Carl's Jr., Lionsgate, Trader Joe's, and multiple new business pitches

LatinWorks

Austin, TX

Strategic Planning Intern

2011

- Supported two strategic planners at multiple stages of the planning process: a new business pitch, coding and analyzing primary data, and preparing client presentations
- Conducted secondary research and synthesized important findings to present to planners
- Used newly-released 2010 census data to uncover current demographic trends in Hispanics
- Worked in cross-functional intern team to complete and present final semester project, developing the team's creative brief

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Experience (contd.)

The Human Solution

Austin, TX

Copywriter/Sales Trainer

2010—2012

- Wrote persuasive copy and HTML/CSS code for online stores that sold ergonomic office furniture
- Composed and posted blog articles to make ergonomic products and concepts relatable to laypeople
- Produced print advertisements and other collateral using Adobe InDesign
- Prepared and conducted sales trainings in products, ergonomic principles and sales techniques

Sales Representative

2009—2010

- Closed inbound phone sales of ergonomic office furniture and industrial supplies; set sales record
- Provided education and product support to assist customers and generate sales

Dell

Round Rock, TX

Sales Representative

2006—2009

- Sold computers, servers and software to small business customers
- Specialized in retail and restaurant point-of-sale systems, and phone systems
- Used relationship sales skills to maintain long-term partnerships with an owned account set

Education

University of Texas at Austin

- Master of Arts in Advertising—Account Planning Track
- Bachelor of Arts in Psychology

2012

2007

Development

Toastmasters International

Member

2012—Present

Club treasurer

2014—Present

Earned Competent Communicator (completed 10 speeches)

2014