



Carlie Fishgold

BRAND STRATEGIST

CONTACT



+1 585 727 2992



Carlie.Fishgold@gmail.com



www.linkedin.com/in/CarlieFishgold



www.heycarliefishgold.com



Upstate New York

PROFILE

I help creative agencies make the best plan of action for integrated brand campaigns. As curious as I am culturally attuned, I deliver unique perspective that provokes the critical thinking needed to elicit groundbreaking ideas. My background in anthropology, design, the digital humanities, and tech product marketing gives me an intuitive sense for making powerful things that move modern people in primal ways. I'm a candid yet thoughtful partner driven by the capacity to have fun doing cool stuff with good people. Let's work together.

ABILITIES

Brand Strategy



Go-to-market



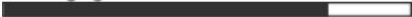
Positioning



Audience Building



Messaging



Content Strategy



Experiential



PROFESSIONAL EXPERIENCE

Strategist

Article Group// Brooklyn, San Francisco, LA, Rochester// 2018-2021

Article Group is a creative agency working with Google, AWS, NASA, Salesforce, and more. I led all levels of strategic project work and established qualitative research methods.

- Surfaced creative and business opportunities, led discovery and stakeholder workshoping, market analysis and benchmarking
- Developed differentiated positioning, compelling messaging systems, and captivating narratives to advance brand strategy and sales motions
- Created GTM, campaign, and editorial strategies for brand and product marketing

Communications Strategist

Truth Collective // Rochester, NY // 2017-2018

Truth Collective is an emotionally driven creative company specializing in brand strategy and campaigns. I started as a copywriter and grew to lead comms strategy and agency marketing efforts, including social content.

- Established agency comms strategy and liaised with PR partners
- Produced executive thought leadership content for Business Insider and managed journalist interviews for founders
- Developed agency brand and content strategy

Editor

Post Magazine// Rochester, NY // 2014-2018

Post Magazine was a print magazine in upstate New York dedicated to arts, culture, and entertainment. I worked as a content writer and was promoted to editor with responsibilities centered around editorial and brand strategy.

- Advised publisher on brand and business growth, achieving a 40% YOY sales increase through circulation efforts
- Developed go-to-market plan for publisher
- Pitched, edited, and published original content

EDUCATION

Implicit Bias Training

The National Training Institute on Race & Equity, 2021

Masters of Decorative Arts, Design History & Material Culture

Bard Graduate Center, 2014-Paused

Bachelor of Arts in Art History, minor in Anthropology

University of Rochester, GPA 3.93

Graduated Cum Laude

Phi Beta Kappa Honor Society, 2009-2012

REFERENCES

[MIKE SPIEGEL](#)

Freelance Creative Director
+1.917.863.8799

[JODI CHAO](#)

Former Strategy Director at
Article Group
+1.408.221.1815

[DANIELA NOMURA](#)

Freelance Brand Designer
+1.415.589.9958

[ROBBIE PATRICK](#)

Head of Creative at
Article Group
+1.415.589.9958

[SEJAL PATEL](#)

Engagement Manager at
Article Group
+1.585.613.8004

LINKS

