
DYLAN FAUSS

dylan.fauss@gmail.com • 804.380.0490 • Brooklyn, New York

SEEKING

Mid-level brand strategy role where I can shape the identities of companies that are having a meaningful impact on the world. I am looking to both deepen my expertise in the craft of strategy and gain more experience in management. My specialty is in tech, gaming, and entertainment but I'm also open to new categories and learning opportunities.

EXPERIENCE

2016-2023 (7 Years)

BBH | New York, NY

Primary Clients: PlayStation, Marvel, Samsung, Mattel, Amex, Delta

- Craft brand strategies into creative briefs and then refine creative with teams.
- Build client relationships and sell-in work through focused strategic setups and research.
- Conduct positioning and creative validation research in focus groups around the country through moderating, writing discussion guides, and synthesizing findings into topline reports.
- Conduct quant surveys as well as use GWI and Simmons to uncover audience insights
- Develop brand positionings and market segmentations.
- Manage and train junior strategists and interns.
- Manage research tools and training in our strategy department.
- Participated in 30+ pitches by efficiently researching a variety of categories, formulating brand strategies and creative briefs, writing pitch deck strategy setups, and pitching to the client
- Established expertise in gaming and virtual reality marketing while working for PlayStation.
- Established expertise in social good and non-profit advertising working on BBH For Good initiatives.
- Write strategy award papers for the Jay Chiat and Effies along with case study video scripts; *finalist for my PlayStation VR Effie in 2017.*
- Create organizational tools and resources for the strategy department to improve our process.

2014 (2 months)

McCann Berlin Copy and Design Internship | Berlin, Germany

- Experienced working in the creative department for a global ad agency network that adapts multinational brands such as MasterCard, Coke, Siemens, and Statoil to German culture.
- Delivered copywriting, graphic design work, and German-to-English translations.

EDUCATION

2012 - 2016

New York University | Gallatin School of Individualized Study

B.A. Degree in Creative Communications (GPA: 3.98 Summa Cum Laude)

- Focused studies on the theory and craft of contemporary communications, including rhetoric, narrative, design, and new media; course selection included marketing, sociology, media and cultural studies, and creative writing.
- Studied abroad for 6 months at NYU Berlin focusing on the German intellectual tradition, intensive intermediate German, and American and European ideological foundations.

COMMUNITY

2017-2020

Griffin Farley's Beautiful Minds | BBH - a bootcamp to help people get into strategy

- Worked with nonprofits to create briefs for students to help solve business challenges.
- Mentored teams teaching them the basics of researching, creating strategies, and pitching

2019

Yoga Instructor @ BBH

2018-2022

Multiyear winner of absurdist performance art events such as the Idiotarod and Competitive Winter Picnicking in which I create art installations and experiences

TECH SKILLS

Simmons/MRI, GWI, Brandwatch, Photoshop, Illustrator, InDesign, Premiere, Keynote, Microsoft Office

HOBBIES

Participatory Art Installations & Performance Art, Hosting Theme Parties, Comedy Writing, Reading, Graphic Design, Board Games & Video Games, Improv

REFERENCES

Available upon request