

Quinn Frehner

WORK EXPERIENCE

BRAND STRATEGIST

Terri & Sandy | NYC | February 2020 - Current

- Currently working on Icy Hot, Ferrero Rocher, Gold Bond, Nutella, Aspercreme, Applegate, Sonova.
- Contributed to the new business-winning strategy for the Icy Hot and Aspercreme pitches.
- Developed a strategic refresh for Ferrero brands (Rocher and Golden Gallery Signature) that attributed to a 9% increase in sales around tent pole holidays.
- Provided a strategic pivot for Icy Hot that is leading to a new visual brand language.
- Gathered research and provided insight for Ferrero Rocher's holiday spot that was featured in AdAge as the #6 best holiday spot for 2020.

HEAD OF STRATEGY

BYU AdLab | UT | September 2017 - December 2019

- Served as the lead strategist on client projects for Nike, Amazon, Ralph Lauren, Jeep, Hasbro, JBL, and FIRE.
- Formulated an award-winning strategy for LA Times that garnered awards from Communication Arts, ANDYs, AAF, Telly Awards, and AICP.

STRATEGIST

R/GA | NYC | June 2019 - August 2019

- Developed themes and opportunities for Samsung Global, Samsung U.S., and two new business pitches through research as well as influencer interviews.
- Strategized the impact of upcoming campaigns by compiling a brand narrative.
- Formed competitive analyses that guided tone and message of future and current work.
- Articulated the impact of current trends and cultural moments.

SOCIAL STRATEGIST

AWAL | NYC | May 2018 - November 2018

- Put together new strategies for all social platforms which led to a 103% increase in followers and engagement in three months.
- Spearheaded an overall social re-brand which led to a change in tone, visuals, and messaging.
- Ideated and presented two major campaigns titled "No Filter" and "Spaces".

FOUNDER

Quinn Dillon | April 2017 - Current

- Launched and funded a successful Kickstarter campaign.
- Researched and designed shoes while managing product and web development.
- Crafted an organic social strategy which led to over 100 pairs being sold in the first month.

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EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, ADVERTISING

Graduation: 2019 | Brigham Young University