



# KAI BUTLER

CREATIVE STRATEGIST

## CONTACT



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Kai Butler



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## SKILLS

Strategy	4 C's Research
Cultural Deep Dives	Personas
Creative Briefs	Competitive Analysis
In-Depth Interviews	Facilitation
Deck Narrative	Comms Planning
Brand Positioning	Competitive Analysis

## TOOLS

Simmons	Brandwatch
Talkwalker	Final Cut Pro
Adobe CC	Procreate
KeyNote	

## EDUCATION

**St. John's University** 2013 - 2017

Bachelor's Degree of Advertising Media Planning & Buying

**VCU Brandcenter** 2020 - 2022

Master's Degree of Business and Brand Strategy

## EXPERIENCE

### MAIP Fellowship- MRM // McCann

Strategy Intern | June 2021 - September 2021

**Concepting + Brand Planning** | Concepted for Meningitis B Suboptimal IZ Rates FB posts + tactics for Q1 and Q2 of Xcelerate's 2022 calendar.

**Creative Brief Writing** | Collaborated on two tactical Xcelerate briefs with my Strategy Director.

### Evonik Global

Customer Experience Intern | May 2021- Present

**Collaboration** | Collaborate across the global team to improve the New Hire experience. Efforts resulted in 85% of managers agreeing that Onboarding is critical to the success of their team.

**Storytelling + Deck Design & Flow** | Crafted the brand story for the Global Onboarding department in deck form.

**Journalism** | Write the global monthly New Hire Onboarding Newsletter: The Purple Whisper (translated into German, Portuguese and Chinese.)

**UX Strategy** | In the second half of development for a Merger and Acquisition Playbook for Onboarding's role in future Evonik M&A's.

### Team ONE

1ST Place Winner One Club for Creativity Bootcamp Competition  
2021 Client- Expedia

**Winning Campaign Idea**- "Book without the baggage"

## ADDITIONAL WORK EXPERIENCE

### The Children's Defense Fund

Program Director | 2019

**Management** | Oversaw 6 interns and 65 students ages (K-13).

### Buffalo Exchange

Fashion Buyer | 2018 - 2019

**Clothing Construction + Brand Expertise** | Bought in merchandise for store.

### Yelp

Account Executive | 2017 - 2018

**Sales + Pitching + Relationship Building** | Called Biz's, created relationships to get to owners and pitched them on Yelps' Promotion Packages for their Yelp listing(s).

### Eden

Founder 2016

**Brand Building + Event Planning** | Created the Brand Identity for the org + planned medium scale events (75-200 attendees).