

Alexa Schwartz

CONTACT

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[LinkedIn](#)

SKILLS

Consumer Insights

Brand Strategy & Storytelling

AI Development & Trend Analysis

EDUCATION

Miami Ad School Strategy Bootcamp

Oct - Dec 2025

- Top Dog Finalist & Pitch Winner

University of Georgia

MS Marketing Research

June 2021 - May 2022

- Recipient of the Facebook Graduate Assistantship

BA Communication Studies

Aug. 2017 - May 2021

- English Minor & Certificate in Interdisciplinary Writing
- Recipient of the Bernard Ramsey Scholarship for Academic & Athletic Excellence

ATHLETICS & LEADERSHIP

NCAA Division I Equestrian Team

Aug. 2017 - May 2022

- SEC Champions 2018, National Champions 2021
- Dedicated 20+ hours a week to practice, training, & travel while balancing a full course load & grad school responsibilities

Cannes Lions Festival of Creativity

July 2019

- Attended the advertising festival & learned from the world's top creatives

SUMMARY

Strategist with a background in behavioral science consumer insights, trained to uncover the truths that shape brands and how consumers relate to them. I've spent the last three years translating emotional, unconscious insights into stories and strategic direction for major brands.

WORK EXPERIENCE

Olson Zaltman

Senior Insight Associate & Assistant Manager of Global Partnerships Aug. 2023 - Present

- Uncover insights for Fortune 500 clients (General Mills, Amazon, Pfizer, & more) to ground brand positioning and advertising in a deep understanding of consumer psychology
- Synthesize large volumes of qualitative data into clear, compelling insights to inform brand positioning, creative refinement, and innovation
- Developed custom AI chatbots using proprietary methodology to accelerate analysis & delivery

Insight Associate July 2022 - Aug. 2023

- Moderate 200+ ZMET IDI's to uncover consumers' unconscious emotions, behavioral drivers, and relationships with brands
- Synthesize consumer's language and imagery into strategic narratives used to guide brand and creative direction

UPS

Graduate Student Researcher Sept. 2021 - May 2022

- Executed customer segmentation across small and medium-sized businesses using various methodologies

Nike

Brand Creative Coordinator Intern June - Aug. 2020

- Collaborated with team on creative for Kaepernick's C-7 Triple Black Jersey to bring awareness to social injustice
- Collaborated on group intern project developing strategy for an influencer campaign titled #IfYouHaveABody to promote movement and body positivity
- Developed a guide for Brand Creative outlining structure and ways of working to promote cross-functional alignment & communication