



JACOB BULLER

Strategist

EXPERIENCES

Strategy Intern, Barkley Inc.

- Led a cultural, consumer, and category audit to assist the re-branding of the Kansas City Mavericks, a hockey team looking to be a professional icon in a minor league.
- Used CubeYou, a social listening software, to catalog and decipher the opinions, attitudes, and behaviors of die hard Dairy-Queeners.
- Actively involved in the strategic positioning initiatives and creative brainstorming sessions for Dairy Queen, Tomb Raider, SWell, Britax, and Wingstop campaigns.

Graphic and Web Designer, Charles Ryan Association, The Scout Guide

- Translated client's needs and requests into fully designed deliverables, including websites, banners, printed material for DC Lottery, Culpeper Tourism, and Dominion Power.
- Designed multiple volumes for The Scout Guide, a high-end publication, that totaled 250,000 in circulation and generating over \$1,500,000 in revenue. I also adopted the unofficial distinctions of "Electronics Guru" and "Stink Bug Gladiator."

Odds & Ends, AmeriCorps NCCC, Food Truck/Waiter/Bartender

- Spent a year traveling the Midwest volunteering for multiple organizations including Project 195, a disaster relief non-profit that helped rebuild the city of Joplin, MO after it was hit by an F5 tornado.
- Gained deep empathy of Americans from all backgrounds - from forest fighters in the Rocky Mountains to Navajo day-care workers in New Mexico. Ask me about the people I met.
- Sold hot dogs, survived an electrocution, and persevered through the general woes of the restaurant industry.

LEARNINGS

VCU Brandcenter, Richmond, VA

Master of Science in Business, Branding & Strategy

Radford University, Radford, VA

Bachelor of Science in Advertising, Minor in Graphic Design

WHAT I KNOW

- Brand positioning, creative brief writing, consumer profiling, user journeys, focus group moderation.
- Adobe Creative Suite, Mintel, Final Cut, Crimson Hexagon, CubeYou, Simmons and ping pong.
- How to start a meaningful conversation about the plumbing aisle of Lowes with a complete stranger.

ASK ME ABOUT

My Demolition Derby Documentary

- I dove into a sea of motors, grease, and danger to better understand the people and the attitudes that surround this iconic piece of southern culture.

Some Non-Professional Things About Me.



Cabin Family - I was raised by a father whose other love was building a log cabin in the Appalachian Mountains.



Mountain Biking - Biking is a way for me to get away, explore, and sometimes fall (NOT gracefully).



Furniture Facelift - I like to take old pieces of wood and make imperfect pieces of furniture.