

DAVID FRIED

Strategic Thinker. Creative Storyteller. Endlessly Curious.

I thrive on uncovering what makes us tick – and using that insight to build great brand experiences that inspire action and drive results.

Summary

- 17+ years crafting brand, marketing, and experience strategies for Microsoft, Sony, Cricut, Intel, Qualcomm, more
- Representing the voice of the customer to client stakeholders and creative teams
- Versed in market research, journeys, brand architectures, workshop facilitation, naming, more
- Category experience includes Consumer Electronics, Technology, Food & Beverage, Tribal Government, Non-Profit, Arts, Beauty, Hospitality, Education
- Former journalist who knows how to find and tell the right story in the right way
- Fluent in Portuguese, proficient in Spanish

Experience

EXPERIENCES FOR MANKIND

Director of Strategy • March 2020 – Present

Creative Director • June 2018 – March 2020

Associate Creative Director • August 2015 – June 2018

Senior Writer + Strategist • October 2014 – August 2015

Created and lead the Strategy Department adding Anthropology, Behavior Design, and Usability to our agency arsenal, serving as a bridge between client & creative, and adding critical value to relationships, including Microsoft, San Manuel Band of Mission Indians, Granite Gold, and Cricut



Led CX, UX and Content Strategy for the Retail Demo Experience program, helping build a single app into a multi-app, fully customizable retail program designed to help shoppers choose the best device, currently garnering 12.8MM monthly sessions across 210K devices worldwide



Established Brand Vision and Roadmap for a new Shutterstock leadership team, facilitating client workshops to align multiple business groups, finalizing its Master Brand Platform, and developing the Creative Strategy for Shutterstock's first foray into promoting its complete range of 15+ branded product offerings



Led UX and Content Strategy for the development and evolution of Sony Alpha Universe, a first-of-its-kind content hub in the-mirrorless camera space showcasing artist content, skill building, visual inspiration, and product news – helping build it into a resource frequented by over 150,000 users each month

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MIRESBALL

Writer + Strategist • March 2010 – October 2014

Senior Writer • October 2008 – March 2010

Writer • November 2006 – October 2008

Gatekeeper for our clients' brand voices. Crafted Brand Strategies, Advertising, Packaging, Web Content, and Naming for clients including Qualcomm, Pirch, Ballast Point, Lux Art Institute, Alere



Led Concepting and Writing on the Intel Global Opinion Leader Campaign, intended to raise overall awareness of Intel as an innovative leader in technologies and initiatives beyond the processor and PC—driving sustained brand reputation growth over 3+ years

SHURE

Integrated Shure's newly developed Brand Strategy to tell its story across a range of Advertising, Packaging, and Collateral for 10+ product lines, including everything from vaunted microphone products to innovative launches in the premium headphone and mobile microphone space



Led Stakeholder Interviews, Competitive, Consumer Research and Brand Platform development to re-position Brigantine Restaurants and its sister brand as part of the agency's full identity refresh

THINK / WRITE / REPEAT

Freelance Strategy & Copywriting Consulting • August 2008 - Present

Developed Brand and Marketing Strategies, Product Naming, Content, and Messaging Frameworks for Qualcomm, Playdom, Voices For Children, Xylichew, and more

LEAN IN

Developed Web Content and Curricula Materials for the launch of the non-profit foundation explaining how to start and what to do at Lean In Circles, a now-35,000 strong network of local peer groups aimed at helping women focus on and achieve their goals



Repositioned and developed the Brand Foundation, Marketing Strategy, and Roadmap for the French manufacturer of electric tractors and autonomous robots serving the highly competitive European viticulture market

Education

New York University

*M.A., Journalism & Latin
American and Caribbean Studies
Henry M. MacCracken Fellow*

University of California, California, Irvine

*B.A. Comparative
Literature*

University of California, San Diego – Extension

Principles of Trademarks