




SAMANTHA PERLMAN

CULTURAL STRATEGIST

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/samanthaperlman 

PROFILE

Data Whisperer //
Meme Queen //
Insights Alchemist //

Obsessed with making sense of unexpected connections, turning numbers into poetry and crafting culturally compelling strategies that challenge convention, inspire innovation and forge new ways of thinking.

EDUCATION

MASTER OF ARTS
Advertising & Public Relations
DePaul University Chicago
March 2018

BACHELOR OF SCIENCE
Marketing | Kelley School of
Business, Indiana University
December 2015

CERTIFICATIONS

IDEO | Storytelling for Influence

SKILLS

Adobe Creative Suite
Google Workspace
MRI-Simmons Insights
Brandwatch Social Listening

INFJ

E I
N S
T F
J P

EXPERIENCE

STRATEGIST | CASHMERE AGENCY

Los Angeles, CA | November 2021 – Present

Clients including Instagram, Taco Bell, Twitch, Constellation Brands, Facebook Watch, The CW, HBO, NASCAR, Jack in the Box, WarnerMedia, BMW, Google + More

- Research, evaluate and distill cultural, audience, brand and category insights into compelling strategic narratives that inspire conceptual creative development
- Interpret quantitative and qualitative datasets to unlock business opportunities
- Present work, build consensus and effectively influence senior-level stakeholders

ASSOCIATE STRATEGIST | CASHMERE AGENCY

Los Angeles, CA | January 2020 – November 2021

STRATEGY CONSULTANT | FREELANCE

Chicago, IL & Los Angeles, CA | August 2019 – January 2020

QUALITATIVE RESEARCH STRATEGIST | WHY-Q INC.

New York, NY & Chicago, IL | March – August 2019

- Conducted screening interviews of focus group participants
- Distilled strategic insights from qualitative research findings

STRATEGIC PLANNER | MIAMI AD SCHOOL BOOT CAMP

New York, NY | April – June 2019

- Crafted briefs & strategic pitch decks to inspire creative executions
- Participated in weekly pitches of 360° campaigns

ASSOCIATE MEDIA PLANNER | DIGITAS

New York, NY | July 2018 – February 2019 | Hewlett Packard Enterprise

- Facilitated forecasting, budgeting/pacing, campaign creation & optimization
- Applied segmentation strategies to extract targeted insights via data analysis tools
- Interpreted sociocultural trends relevant to client business & competitive landscape

STRATEGY INTERN | BLUE CHIP MARKETING WORLDWIDE

Northbrook, IL | June – August 2017 | McCormick, PUR, P&G (Braun, Vicks, Pampers)

- Co-authored creative briefs for new business pitches
- Utilized market research to uncover strategic insights about target audience