

MARY ERGUL

EXPERIENCE

Havas in New York City, NY Strategist

August 2018 - present

My thinking and strong relationship with creatives influenced campaigns and product launches for several national brands.

- Projects ranged in competitiveness, product positioning, communications planning and campaign planning
- Shaped the summer internship program and mentored strategy interns (including direct management)
- Evolved skills in creative briefings, concepting, presenting to clients and new business
- Clients include Citi (retail bank, investment, wealth management, mortgage), Rite Aid and Air Wick

Bold Catering & Design in Atlanta, GA Execution Chef

April - July 2018

Representing one of the best caterers in the country, my team ensures the culinary success of high cost events.

Narwhal Digital in Atlanta, GA Associate Digital Strategist

April 2017 - February 2018

My user experience lent themselves to various digital projects from apps to intranets.

- Projects ranged in competitive analyses, information architecture and brand development
- Evolved skills in wireframes, situational analyses and project management
- Clients included Coca-Cola and PRGX

IQ Agency in Atlanta, GA Strategist

July 2016 - March 2017

My research findings gave actionable direction to campaigns and business transformation.

- Transitioned from internal marketing intern
- Projects ranged in social listening deep dives, persona developments and brand health assessments
- A passion project was building the first formal internship program
- Evolved skills in user experience, social listening and survey analysis
- Clients included Pergo Hardwood Floors, Oregon Community Credit Union and United Way

CONTACT



NYC



maryergul.com



gulmary93@gmail.com



@maryergul

EDUCATION

Miami Ad School Certification, Account Planning

Fall 2017

I attended this intensive account planning bootcamp in Atlanta and was awarded Top Dog, voted on by the professors as best in class.

University of Georgia Bachelor's Degree, Advertising

Fall 2011- Spring 2016

Awarded Charter and Zell B. Miller Scholarship while pursuing three degrees at this consistently top ranked Grady School of Journalism.

Cannes Lions Delegate

Summer 2013

SKILLS

Social Listening

Brandwatch, Synthesio

User Experience

General Assembly program, Sketch

Deck Design

InDesign, Keynote, PPT

Languages

English, Turkish, analogies

HOBBIES

