



ERIN JOELLE LABRANCHE, MBA

STRATEGIST

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www.erinlabranche.com 

SKILLS

Research

Qualitative + Quantitative Research
Market + Competitive Data Analysis
Social Listening

Strategy

Social Media + Content Strategy
Creative Briefs + RFPs
Brand Positioning
Comms Planning
Journey Maps
Consumer Personas + Segmentation
Business Development

PROGRAMS

Adobe Creative Cloud
Google Analytics & Adwords
Social Media Ad Managers
Mailchimp + Hootsuite

EDUCATION

ONE School by The ONE Club
West Coast Program
Fall 2020 – Winter 2021

Masters in Business
Administration (MBA)
Walden University
2017 - 2018

Doctorate of Medicine
Meharry Medical College
Nashville, TN
2007 - 2017

Completed M1, M2, and board
review

Bachelor of Science in Biological
Sciences
University of Richmond
Richmond, VA
2003 - 2007

PROFESSIONAL EXPERIENCE

Account Strategist, Go West Creative, Nashville, TN, 09/18 – Present

Lead strategy and client management for brands across multiple sectors

- ✦ Manage RFPs and briefs across teams by providing global strategic insights and oversee all deliverables
- ✦ Drive creative and strategic brainstorm sessions to produce innovative and engaging solutions, develop new campaign ideas, or ways to leverage existing needs
- ✦ Lead and collaborate with cross functional teams, including in-house, client side, and freelance partners to streamline internal and external communication
- ✦ Deliver overarching strategic and integrated creative recommendations across the entire project cycle based on consumer insights, analytics, and industry trends
- ✦ Build strong client relationships while understanding overall business needs, goals, and competitive environment
- ✦ Construct, produce, and execute multi-phase projects while closely monitoring scope, managing budgets, and milestones across a variety of projects including photoshoots, short videos for social media/websites, and animation videos
- ✦ Supervise junior level employees and interns

Marketing Associate, Go West Creative, Nashville, TN, 06/18 - 09/18

Direct all internal marketing efforts and assist with client relations

- ✦ Supervise creative marketing needs, and our relationship with other departments
- ✦ Establish and implement several internal processes including an internal content library, project management system, and freelancer workflow
- ✦ Produce marketing activations alongside the production and creative departments from ideation through conceptualization and execution

Marketing & Production Intern, Go West Creative, Nashville, TN, 02/18 - 06/18

Manage a long-running event with marketing strategies, social media analytics, and onsite management

- ✦ Craft social media posts, create marketing plans, execute email marketing campaigns, analyze campaign data, create competitive analysis, and manage event details

HOBBIES

- ✦ Baking marvelous pasties and cooking food from around the world
- ✦ Crafting with a Cricut machine
- ✦ DIYing and thrifting home décor
- ✦ Spending time with my dogs