**Greg McLain**

Brand Supervisor / Strategist

San Francisco Bay Area, California • mclain5798@gmail.com • linkedin.com/in/mclaingreg/ • gregmclain.info

* Account & strategy expert with proven experience crafting impactful campaigns and building strong brands within B2C and B2B industries.
* Expertise lies in crafting winning strategies, managing complex accounts, fostering strong client relationships, and executing campaigns, both domestically and internationally.
* Adept at analyzing consumer and market trends across international landscapes to inform data-backed and cultural strategies.
* Experience in the automotive, technology, and science industries, including consumers, markets, and brands.
* Quick learner dedicated to excellence, with strong organizational and time management skills.

WORK EXPERIENCE
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**Brand Supervisor / Strategist** December 2021 – February 2023

McCann Worldgroup • San Francisco, CA - Remote

* Clients: Avalara, LinkedIn, Chevrolet / General Motors
* Successfully managed a new client through their inaugural brand campaign, including captivating TV spots and campaign extensions, gaining full support and excitement from their C-Suite and internal teams across the company and leading to a successful launch and engagement.
* Orchestrated seamless launches of a multi-faceted marketing campaign encompassing TV, digital, out-of-home, social, website, email, and influencer partnerships, juggling numerous work streams with internal and external stakeholders.
* Championed the development of standardized project systems, streamlining campaign processes and demonstrably enhancing agency efficiency both internally and during client interactions.
* Contributed to domestic and international projects, conducting in-depth competitive analyses and crafting brand strategies for the U.S. and global markets.
* Utilized my cross-cultural fluency, combined with extensive automotive experience, added unique perspectives, enriching insights, and strengthening strategic plans for various models and business goals.

**Senior Brand Manager** September 2017 – December 2021

projekt202 (Formally Cibo) • San Francisco, CA - On-site / Remote

* Clients: Subaru Asia, Sumitomo Mitsui Banking Corporation (SMBC), Damon Motors, NTT Data
* Navigated fierce competition to establish Subaru in nine Southeast Asian markets and China, managing multi-channel ad content creation.
* Managed all ad content (TV, print, digital, social, dealerships, shows, website, out-of-home) for Subaru Asia, the agency's largest client, acting as both brand and technology expert.
* Researched and analyzed market landscapes to formulate winning brand and model campaign strategies, informing the client with fact-based and cultural recommendations.
* Managed the development and launch of the client's new website across all markets, implementing and teaching SEO/SEM practices for improved data tracking and brand visibility.
* Managed international pre- and post-production for TV commercials, collaborating with clients across countries and time zones to ensure accuracy and brand alignment.
* Served as a critical liaison between Subaru Asia and production teams, ensuring seamless communication and accurate portrayal of the brand & technology throughout TV commercials and ad materials.
* Juggled diverse responsibilities as product specialist, production manager, strategist, and creative briefer.
* Maintained daily client interaction and handled agency & production finances, demonstrating adaptability and resourcefulness, especially with a challenging time difference.

**Assistant Brand Manager** January 2017 – September 2017

Swirl • San Francisco, CA - On-site

* Client: Juniper Networks
* Navigated diverse work streams, ensuring on-time, on-budget project completion aligned with strategic goals.
* Crafted compelling project briefs and inspired teams to kick off projects with clarity and purpose.
* Conducted in-depth market research, providing weekly competitive analysis reports that illuminated client landscapes and informed pre-campaign strategies.
* Bridged the gap between clients and creative/production teams, translating feedback and concerns into actionable insights, ensuring exceptional outcomes.
* Assisted account teams in maintaining accurate and timely billing, including invoicing, budget tracking, and completion percentages.
* Built trust and strong relationships with both internal teams and clients, fostering open communication and collaboration.
* Seamlessly managed internal and client meetings, coordinating schedules, securing rooms, and crafting comprehensive notes, ensuring key stakeholders were engaged and informed.
* Maintained up-to-date, insightful weekly status reports, keeping all project components transparent and on track.

EDUCATION
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**Ritsumeikan Asia Pacific University** • Beppu, Japan

M.B.A. — Marketing and Management

Thesis Title: Egoism and Altruism in Today’s Auto Industry: A Cultural Comparison of the Interaction Effect Between Eco-Friendliness, Performance, and Connectedness.

**Waseda University** • Tokyo, Japan

M.A. — International Relations

Thesis Title: The Future of Green Automotive Tech in Japan: Hybrids, EVs, and Diesels.

**University of Minnesota - Twin Cities** • Minneapolis, MN

B.A. — Cultural Anthropology

Minors: Mechanical Engineering, East Asian Studies, and Cultural Studies and Comparative Literature.

SKILLS
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**Marketing / Advertising**: Strategic Planning, Brand Strategy, Integrated Campaigns, Competitive Analysis, Business Strategy, Cultural Studies, Research, Market Research, Cross-Cultural Marketing

**Project Management**: MS Projects, Teamwork, Communication, Detail Oriented, Organized

**Creative / Design**: Photo Editing, Video Editing, HTML5 Banners, Subtitling, Digital Banners, Print, OOH, Social

**Tools**: BrandWatch, Qualtrics, Google Suite, MS Office Suite, Photoshop, Illustrator, After Effects, Apple Suite

**Language**: English (Native), Japanese (Intermediate)