

EVIE PSARRAS, PH.D.

Senior Strategist

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Self-motivated, analytical professional with expertise in brand strategy, qualitative research, and audience development. Have a proven track record of success in maximizing branding goals, audience engagement, and establishing a competitive market positioning. Equipped with superior oral and written communication skills to present complex ideas simply and persuasively at all levels and to multiple audiences. Possess the empathy necessary to transform insights into messaging that resonates with people, and the organizational skills required to work across multiple priorities, stakeholders, and timelines.

KEY SKILLS

Brand Strategy	Data-Driven Decision-Making	Market Research
Qualitative Research Methods	Project Management	Strong Leadership Ability
Creative Problem Solving	Strong Analytical Acumen	Collaborative Team Player

PROFESSIONAL EXPERIENCE

The Escape Pod | Chicago, IL

November 2022 –

Present

Senior Brand Strategist

- Lead strategic decision making for multiple clients and new business; understand and identify brand's issues and provide focused solutions and recommendations
- Uncover consumer insights through cultural research, MRI, and interviews with consumers; research competitive landscape and cultural trends; analyze insights from the data to inform the organization's strategy development, creative direction, and audience engagement
- Build campaign ecosystems, formulate brand positioning, social and digital strategies; steward creative and media placement
- Ideate, write, and publish thought leadership pieces on branding and advertising for the agency

DCX Accelerator | Brooklyn, NY

March 2022 - November

2022

Strategist

- Conducted in-depth research to support brand development, positioning, and expansion; wrote interview guides and moderated interviews with key internal stakeholders and consumers
- Accelerated brand strategy initiatives of major brands utilizing 4C's (Client, Competition, Consumer, Culture) principles to identify brand attributes, differentiators, and competitive advantages
- Created unique value propositions for diverse brands; employed cultural strategy to build brand identity and engage the target audience; developed and implemented campaign strategies to drive awareness and increase customer base
- Enlisted qualitative research expertise to further cultural strategy approach; advanced and envisioned brand's ideologies via in-depth cultural discourse analysis of trends, language, & subcultures; pinpointed cultural tensions for brands to address in creative campaigns, and recommended key milieus, codes, and expressions to build brands

University of Illinois at Chicago | Chicago, IL

August 2014 – December

2021

Media Researcher & Professor of Communication

- Managed design, proposal and internal review, methods, data collection, transcription, coding, analysis, writing, and publishing according to deadlines; achieved 7 publications in top peer-reviewed communication research journals
- Facilitated qualitative research and analysis; administered the participant recruiting process; conducted 100+ in-depth interviews, surveys, focus groups, digital ethnography, textual, visual, and framing analysis; successfully developed several research concepts, including emotional camping and paid puppeteering to identify celebrities' media strategies
- Utilized leadership skills in managing classes of 15-60 graduate and undergraduate students; built strategic communication plans and best practices for diverse students; devised lectures and learning activities; set schedules, class expectations, and communication ethics and guidelines
- Streamlined courses for various communication departments; led the strategy, planning, and implementation of a user-friendly interface to transition from in-person to online learning in compliance with COVID restrictions

EDUCATION & RESEARCHING TRAINING

University of Illinois at Chicago | Chicago, IL

- Ph.D. Media & Communication
2020

2014 –

DePaul University | Chicago, IL

- M.A. Sociology, with Distinction
- B.A. Media Studies, Summa Cum Laude

Oxford University | Oxford Internet Institute | England

Queensland University of Technology | Digital Media Research Center | Australia

ADDITIONAL EXPERIENCE

- **Finkel, Martwick, & Colson, P.C.** | Chicago, IL | *Legal Assistant*
- **Zig Advertising** | Chicago, IL | *Media Relations*
- **WGN-TV** | Chicago, IL | *Creative Services*
- **WXRT-Radio** | Chicago, IL | *Social Media & Promotions*

TECHNICAL SKILLS

Microsoft Office Suite (Word, PowerPoint, Excel), G Suite (Sheets, Docs, Slides), Keynote, MRI, Self-Serve Social Media Platforms, Sprout Social, Survey Monkey, Tagger, Prezi, Respondent.io, Trello, Trint, WordPress