

Rob Piscitelli

Strategist

Contact:

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Overview

I believe strong strategy is a catalyst for breakthrough creative. By uncovering market, consumer and brand insights, I arm creatives with inspiration to create work that stands out in the ever-changing cultural landscape. With 5+ years of experience in creative, brand, social and content strategy across automotive, financial services, placemaking and telecommunications, I'm driven to solve brand problems with lateral thinking and curiosity.

Experience

Brand Planner, Mythic | December 2022 – Present

- Lead integrated brand strategy and planning for 4+ active accounts, from insights and positioning through creative strategy and analytics.
- Conduct stakeholder and customer interviews, moderate focus groups, identify cultural and consumer trends, and perform channel mapping to uncover insights that inform holistic brand strategy and creative conceptual direction for multiple clients.
- Develop social media strategy for multiple accounts, one which resulted in a 200% increase in followers.
- Create inspiring briefs, briefings and strategic frameworks grounded in deep consumer understanding to execute new campaigns across multiple media channels, including an Addy award winning campaign.
- Plan, moderate and lead workshops with internal and client audiences to align on client strategic direction and identify new messaging and branding opportunities for brands.
- Support leadership and HR to build learning tracks that identify opportunities to grow the skillset of the agency.

Junior Planner, Mythic | August 2020 – December 2022

Strategy Intern, Mythic | June 2020 – August 2020

Strategist, National Student Advertising Competition | September 2019 – April 2020

- Collaborated with strategy, creative and media teams to create a B2B campaign for the launch of The Adobe Experience Cloud for Advertising.
- Conducted research on the advertising technology landscape identifying Adobe's Ad Tech opportunity informing the creative strategy and selected creative concept.
- Pitched the launch plan for the UNC Chapel Hill's NSAC team to a panel of judges, winning third place in our division.

Marketing Intern, Carpe | May 2019 – November 2019

- Conducted market and brand research to support the building of Carpe's first brand playbook.
- Used Google analytics to monitor customer website behavior to develop time-on-site and click-based insights that informed future website optimization.

Marketing Associate, Playmakers Reparatory Company | September 2018 – May 2019

- Conducted market research that resulted in identifying new target markets and programming of performances for the 2019-2020 season.

Education

University of North Carolina at Chapel Hill, 2020

Dual Major: Advertising, BA, GPA: 3.8

Dramatic Art, BA, GPA: 3.8

Gaiety School of Acting, Dublin, Ireland, 2018

Irish Theatre Summer Program

Skills

Excellent analysis, synthesis and lateral thinking skills; strong storytelling, presentation and verbal communication abilities; strategic thinking and decision making abilities, proficiency in MS Office Suite, PowerPoint and Google Slides design skills; collaboration and leadership abilities; new technology adoption including ChatGPT program usage; strong relationship management and organization skills.

Fun Fact: All of my public speaking training is derived from classical theatre training and performance.