



A.P. CHANEY

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SUMMARY

SKILLS

Project Management	██████████
Microsoft Office Suite	██████████
Adobe Creative Suite	██████████
Adobe Acrobat	██████████
Social Media & Analytics	██████████
Spanish	██████████
AP writing style	██████████
Writing in multiple voices/tones	██████████
Website development	██████████

I develop strategic brand work and produce best-in-class creative for IMC campaigns that are relevant, resonate and result in head nods, tears and real life lol's (not the kind you send via text). Known for being a passionate leader, I interlock arms with my clients (and their partners) to turn challenges into solutions through inspiring content that shifts culture and consumers - not only business KPI's. With an interdisciplinary approach, I can see the bigger picture and execute the details. I thrive in opportunities when I can fuse my passion for pop culture, sports and emerging trends with my knowledge of consumer insights to inform strategy or creative content.

EXPERIENCE

AWARDS & LEADERSHIP

- Diversity and Inclusion advocate
- Momentum Action Team
- IPG Black Employee Network
- IPG Women's Leadership Network
- Spelman College Alumna
- Sister2Sister mentorship program
- Octagon Diversity Committee
- Edelman Newhouse Diversity Internship Award Recipient
- Syracuse University African American Studies Fellowship Recipient
- Charles Barkley and Turner Sports intern winner
- Spelman College National Society of Collegiate Scholars
- Goldman Sachs 10,000 Women Business Leadership Award and Scholarship
- UNCF Merit Scholarship Recipient (2x)

Content Creator & Copywriter | Momentum Worldwide (IPG) | Atlanta, GA

Feb. 2016 - Present

Provide copy, creative strategy and content ideation for Coca-Cola/Glaceau's shopper marketing efforts. Specific duties:

- Provide copy and creative strategy across point of sale (POS), social, OOH, scripts, retail, eCommerce, experiential, digital and PR channels
- Create inventive ideas based on client briefs utilizing data and assets to ensure ROI for campaign goals
- Pitch, participate and present in new business/RFP opportunities
- Craft compelling content with CTA and SEO-oriented copy encouraging consumers, retailers and bottlers engage with product
- Create communications strategies based on assets, seasonal or big stories, and transform those strategies into copy for all marketing vehicles
- Manage Jr. Art Directors and support VP Creative Director, Strategists and Account teams to develop consumer campaigns
- Build and maintain strong working relationships with internal and external clients/partners

Account Strategist | CSE | Atlanta, GA

Sept. 2016 - Feb. 2016

Fulfilled client's assets through concept ideation, copywriting and sponsorship management for multicultural consumers. Specific duties:

- Led the development and activation of strategic solutions for experiential activation, event marketing and media support to build brand equity for client
- Identified ways to grow the business both strategically and creatively through integration of brands across various sports talent and properties
- Created brand strategy and framework for client's D&I initiatives
- Assisted in all creative planning for media buying efforts
- Developed copy and content for all client's assets
- Produced and wrote traditional radio scripts for clients in top markets
- Cross-collaborated with client, agency partners, internal teams and vendors to fulfill sponsorship assets for activations

EXPERIENCE CONTINUED

Creative Strategist & Copywriter | Octagon Sports Marketing (IPG) | Norwalk, CT

Nov. 2014 - Sept. 2015

Created concepts and copy for 20+ brands while succinctly communicating each client's identity. Specific duties:

- Copy and strategy development for a diverse portfolio of clients spanning sports sponsorship, music, spirits, airline, multicultural, and apparel across a variety of channels (e.g. social, digital, POS and experiential)
- Lead brand strategy for and copy for billable client's NBA's lifestyle and audio sponsorship
- Cross-collaborated with art directors, planners and account teams to develop creative concepts for clients
- Hosted brainstorming and turned raw notes into white paper concepts and developed into experiential campaigns
- Pitched, presented and participated in successful RFP presentations to client's executive level leadership
- On-site event management of creative experiential executions
- Created brand strategy frameworks and dynamic presentations
- Specialized in Millennial/Gen Z lifestyle strategy for client campaigns

Community Manager - NBA Multicultural Sponsorship | Octagon Sports Marketing (IPG) | Norwalk, CT

Feb. 2014 - Nov. 2014

Community Manager and Copywriter for wireless client's social media program for the NBA. Specific duties:

- Utilized social listening tools to manage data providing actionable insights and analytics for clients
- Created and developed pop culturally relevant content calendars for NBA fans
- Wrote target and brand authentic social copy resulting
- Increased follower growth over 50% in 6 months to exceed client KPI's and brand conversations across Facebook, Twitter and Instagram for sponsorship program
- Developed and captured content on-site at events for client owned social channels (e.g. NBA Finals, SXSW) ensuring excellence in execution of sponsorship
- Strategized with internal teams and agency partners to develop, execute and sustain presence online (e.g. Holiday Gift Guides, 20+ contests/sweepstakes, live video events and Twitter Q&As)
- Managed high profile WNBA & NBA athletes and personalities/influencers for digital influencer program
- Researched and monitored competitor programs to formulate best practices
- Managed and maintained account team, talent and client travel budgets and expenses
- Presented strategies and copy for new business opportunities
- Assisted in strategic urban millennial point of sale (POS) campaigns for spirits client

Edelman Newhouse Diversity Intern (ENDI) | Edelman | Washington, D.C.

Jun. 2013 - Dec. 2013

Created and enhanced the reputation of clients for the Multicultural and Energy/Transportation practices. Specific duties:

- Compiled media clips and lists for account team, as well as client distribution
- Wrote social media copy and developed content for client's owned channels
- Crafted key messages and materials for influencer engagement
- Successfully wrote and pitched client press releases to media outlets while strengthening external relationships
- Developed and executed activation plans, schedules and budgets for clients
- Conducted strategic planning session and delivered communications plan for engaging diverse stakeholders

African American Studies Fellow | Syracuse University | Syracuse, NY

Jul. 2012 - May 2013

- Researched the public relations and marketing practices of the WNBA, in contrast to the NBA, resulting in two case studies focusing on race, urban planning and gender

EDUCATION

May 2011

Bachelor of Arts in History
Cum Laude

Spelman College

May 2013

Masters of Science
Public Relations

S.I. Newhouse School of Public
Communications
Syracuse University