





GRETCHEN HONER

 gretchenhoner@gmail.com
 gretchenhoner.com
 614.633.7062
 [linkedin./gretchen-honer](https://www.linkedin.com/in/gretchen-honer)

Hello!

My name is Gretchen Honer, I'm a marketer and brand strategist with a degree from Ohio University's Honors Tutorial College in Business Marketing, Data Analytics, and Consumer Research. I have a passion for uniquely blending my creativity with my head for business, gaining marketing experience from NetJets, the world's largest private jet operator, and Adidas, one of the world's largest sports brands. I've also worked for The Ohio Center for Consumer Research & Analytics marketing agency consulting with notable clients DICK'S Sporting Goods, Red Bull, and Nationwide. I'm currently seeking roles in Digital Marketing, Brand Strategy & Innovation, and Project Management. Gaining skills from my 3+ years of professional experience, I have strong knowledge of navigating the ever-changing digital/media landscapes, I've liaised cross-functional marketing campaign projects from conception to completion to deliver on key business initiatives. I can perform research, analyze data, and interpret it to form valuable insights that inspire key ideas for driving traffic, capitalizing on emerging trends, and engaging audiences to transform businesses. I'm ready to be an asset to the team I join and hit the ground running in my role!

My creativity and curiosity drive me in many aspects of my life; I wrote my undergraduate senior thesis paper at Ohio University on luxury goods consumers, investigating the perceived value of luxury packaging and how packaging plays a role in luxury purchase experiences. Since my graduation, I've had the opportunity to travel across the US and was the only undergraduate student invited to present my research at the 2023 Association for Consumer Research Conference in Seattle, Washington to academic researchers and PhD students from around the world.

My recent professional experience is a Digital Projects internship with Adidas North American Headquarters in Portland, OR. On the US digital programs team I coordinated with the global headquarters, North American executive leadership, and the President of Adidas NAM to project-manage eCom plans for big commercial moments, promotions, and product launches. Analyzed traffic brought in from marketing communication initiatives and capitalized on emerging trends to strategically create personalized shopping experiences that drove 20% growth in adidas.com sales in 2022. I independently owned a pivotal business project navigating the digital organization's rapid growth by researching and optimizing the digital onboarding process, that was scaled to global onboarding teams. Developed strategic plan of tools, resources, communications, content, and website to liaise information to cross-functional digital teams, driving overall new hire operational efficiency.

In my experience as a Research Lead in Ohio University's Consumer Research Center, I performed competitive market research through a consultative process, managing 5 accounts and building relationships with our notable brand clients. Analyzed key performance metrics of quali-quant data and designed engaging reports of valuable insights, actionable recommendations, and pitching full-scale marketing campaigns to clients' executive leadership. As a Marketing Intern with NetJets in Columbus, Ohio I formulated targeted social media strategy, competitive audits, and content creation for a luxury brand with a following of over 450,000 users, increasing engagement 4.8% in 3 months. Support marketing communication efforts to improve and maximize impact through digital, paid media, site, and email. Directed business development, leveraging luxury audience & owner research to identify lucrative partnership opportunities that facilitated regional brand expansion.

Thank you for your time and consideration! Please contact me via phone at (614) 633-7062 or email at gretchenhoner@gmail.com if you're interested in connecting. I am a marketer who leads with curiosity and aims to tell meaningful stories. I want to be part of the inspiration to work and learn alongside like-minded individuals who are motivated to create and innovate businesses through marketing. Together, let's innovate the future of marketing!

Sincerely,

Gretchen Honer