

# Pablo Perez

2019 AAF Most Promising  
Multicultural Student

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## Contact

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## Education

Brigham Young University

BA Communications

Advertising Emphasis

3.7GPA

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## Skills

Fluent in Spanish

Published photographer

Proficient in using research tools

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## What my last internship taught me

My view on strategy has expanded now that I know it has the potential to affect a brand beyond its messaging

Truth always precedes the best work

It's getting harder for brands to take a stand, but this is an opportunity for marketers to benefit from creating something meaningful

Using my voice that comes from my unique perspective is the best contribution I can make - but also the hardest to develop

## Experience

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### WIEDEN & KENNEDY

#### Strategy Intern

June 2018 - August 2018

*Assigned to KFC. Portland, OR*

Created a presentation using video survey responses from 100 different KFC consumers that was presented to KFC executives.

Contributed in writing briefs for nationwide food launches for KFC as well as clients including Facebook and Travel Oregon.

Compiled weekly reports to inform our team and clients on food industry news. Used secondary research to gather insights for Travel Oregon and Travel Portland

### HEARTS & SCIENCE

#### Media Strategy Intern

June 2018 - August 2018

*Advertising agency owned by OMNICOM working with America's two biggest Media Accounts. Dallas, TX*

Worked on creating distinct branding experiences by leveraging media trends, discovering consumer insights, and using metrics to closely track and monitor engagement for AT&T B2B.

Teamed up with interns across the country to improve Hearts & Science's recruiting process in competition against other teams. My strategy was selected and implemented by Hearts & Science executives.

Monitored media budget to ensure our campaign was in track with Client's expectations

### Brigham Young University AdLab

#### Account Planner

March 2017 - Present

*Professionally mentored student-run ad agency that creates campaigns for major companies and corporations. Provo, UT*

Participated in a National Student Advertising Competition sponsored by Ocean Spray. As a team, we were selected to represent BYU, reaching the national final 8 where we placed 5th. Main contributor on the creation of the strategy of the campaign and also selected to be one of the presenters at all stages of the competition.

Managed and ideated campaigns for brands including Hasbro-Monopoly, JEEP, The Addy Award Show.

Worked as a TA for Introduction to Advertising, and as a Mentor to Junior Students working on large Ad projects.