# HELLO

*Amit*

JASANI

## GRAPHICS DESIGNER

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I’m a highly energetic, fast-thinking, passionate person.

My curiosity about what drives people combined with a strong sense of empathy push me to craft insight-driven, compelling stories and experiences that matter to people.

# EXPERIENCE

## LEO BURNETT

**BRAND STRATEGIST** | 2014 - PRESENT

* Create and lead brand purpose and architecture workshops with senior clients.
* Develop insight-driven strategic territories for creative communications across multiple channels.
* Evaluate work and collaborate in refining creative to meet strategic goals.
* Create briefs to inspire and focus work rooted in the intersection of business objectives and consumer wants.
* Develop strategy for website redesigns.
* Strategically focus communication hierarchies depending on channel for most impactful massaging.
* Design content strategy for cause-based marketing platform.
* Lead creative brainstorm sessions.
* Conduct qualitative research.

## EXECUTIVES BREAKFAST CLUB

**EXECUTIVE DIRECTOR** | 2009 - PRESENT

* Produce a monthly event about transformational leadership.
* Identify interesting, values-driven leaders and invite them to share their leadership journey.
* Write compelling interviews that reveal insights about forging effective leaders.
* Facilitate networking with like-minded and values-driven people.
* Manage all marketing communications promoting events and membership across platforms. [© CVtemplatemaster.com](http://www.cvtemplatemaster.com/cv-template/)

## AKIRA + PALLANDROME LLC

**EVENT DIRECTOR** | 2006 - 2009

* + Conceptualized and produced experiential marketing events.
  + Partnered with various businesses and sponsors for co-branded experiences.
  + Managed timelines, budgets, entertainment and all event components.

# SKILLS

BRAND STRATEGY EXPERIENTIAL EVENTS

CROSS CHANNEL MARKETING

CAUSE MARKETING CONTENT STRATEGY

# EDUCATION

## DEPAUL UNIVERSITY

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT

7 Years of conducting personal, one-on-one interviews with top leaders in corporations, small businesses, athletics, and non-profits, Executives Breakfast Club.

\*REFERENCES AND PERSONAL INFORMATION UPON REQUEST