

Deadra Rahaman, Deadra@SocietyRedefined.com, 313.585.6158

CORE COMPETENCIES: Brand strategy, cultural zeitgeist, client partnerships, consumer exp marketing, business negotiations.
VALUE CREATION: Operations, multicultural SME, creative solutions, talent development, mentor, DEI advocate.

PROFESSIONAL SUMMARY: A multi-disciplined advertising, marketing and communications professional with over 17 years of brand, strategic and marketing experience. Working both nationally and globally maintaining partner relationships as a strategic business thought leader. Bringing human insights and culture to data through a creative lens. Unveiling the nuances of storytelling to help brands, clients and teams better understand the complexities of marketing to today's consumers. Recent clients: NBA, Nike, Cadillac, Fisher Nuts, Ford Motor Company Fund, Sub-Zero, Chevy, AARP & AdCouncil.

PUBLICATIONS/REPORTS/SPEAKING ENGAGEMENTS:

Michigan Chronicle 2021 Woman of Excellence
Adweek 2021 Black Women Trailblazer
Contributor - Nielsen Diverse Intelligence Series 2019
Organizer - 3% Movement Diversity in Color listening tour - Detroit
Panelist/Moderator/Keynote – 3% Conference, ClubHouse, AAF, Allyship & Action, MOBE Symposium, AdCraft Detroit

COMMUNITY WORK:

One Block Village Detroit - Board Member 2018-2022
Detroit Thank You Awards - Advisor 2015-2020
Insights In Color - Board member 2020-21
Ballet Detroit Foundation @Detroit Opera House – Board Chair 2017-18

EXPERIENCE:

Vice President, Brand Strategy - Huge Inc. - Oct 2020 - present

Full-service digital agency making huge moves.

Strategy discipline lead

- Lead strategy, planning and cross-functional teams
- Innovative strategic approaches and thought leadership
- Global strategic partner leadership
- Creative intuition
- Culture and DEI strategy
- Building and developing teams to grow future business
- New business pitches & partnerships/negotiations

Accomplishments

- Transformative brand vision breakthrough
- Elevating talent development
- Account rehabilitation
- Develop/implement new processes and services

Founder/CEO Society Redefined Consulting - 2017 - 2021

Society Redefined is a group of cultural specialists and creative solutions builders. We enjoy creating opportunities by connecting dots and finding pathways to achieve desired goals and objectives. Our team of specialists understands the imperative of bringing different perspectives, experiences and insights to various projects by partnering with brands and agencies. Clients and brands include Jones Knowles Ritchie Agency, Ford Motor Company Fund and BET.

Senior Director Client Services, Strategy and Operations – Spike DDB – 2015 – May 2017

Operations

- Manage day to day agency operations with offices in Brooklyn/Detroit; negotiate SOW and staffing proposals
- Head of client services, strategy and account management teams
- Mentorship & development of cross-team members
- Managed all agency internal & external communications/PR
- Assist parent company in managing agency finances/P&L

Strategy

- Lead strategy and planning team
- Develop research, consumer insights, strategic direction, trends and go to market plans
- Oversee and manage creative briefs, client presentations and integrated campaigns
- Understand/forecast client's business, bring insights into consumer mindset and leverage agency cultural competence

Project Management

- Implement and improve internal processes
- Develop account management transformation to business leadership
- Lead project imperatives, planning and execution
- Manage client budgets and compliance

Accomplishments

- Turned existing client business around where the agency had not produced work in 2 years
- New business wins in new categories expanding agency roster
- Renegotiated AOR scopes of work
- Increased agency revenue
- Developed smart consumer insights/psychographics to clients that resulted in the first TMA research
- Launched agency satellite office in Detroit

Account Director - Strategic Global Marketing, Jack Morton Worldwide, 2011 – March 2015

Operations

- Built global infrastructure to support client initiatives
- Lead client's global expansion worked with global partners and client liaison with global business units
- Identify resource/staffing needs, increased internal scope of work and agency bottom line
- Manage internal global operations and compliance
- Led global teams in London and Detroit

Strategic Planning

- Research and identify opportunities that have a common thread with the brand essence and core beliefs
- Partner with sister creative/strategy/social/digital agencies to develop integrated global platforms to extend brand presence
- Develop creative briefs, client presentations, strategic imperatives and communications plans
- Integrate digital, PR and social strategies to amplify global activations

Project Management

- Sound ear and understanding of the client's voice through day to day contact
- Develop and present ideation concepts, marketing and communications strategies
- Take concepts and develop feasible mechanics to execute
- Lead integrated teams and direct reports in various global regions
- Manage global projects and liaise with global stakeholders
- Lead production and execution of onsite activations – Global and National
- Managed multi-million dollar budgets and compliance with client purchasing and finance guidelines

Accomplishments

- Global team won the **2014 Jack Awards** – Silver category for Effectiveness of the Chevrolet Power of Play Campaign
- Launched the first fully integrated global campaign for both client and agency in 2014
- Partnered with sister agencies to develop the first global marketing strategy and campaign imperatives
- Implemented, managed and executed the first global branded experiential projects for both client and agency
- Developed first global project guidelines and PR process for client global regions
- Created a new revenue stream for the agency by forming a global team to support client business objectives

Consultant | Freelancer, DWest Marketing Group, LLC. 2010 – May 2011

Account Supervisor, GlobalHue 2006 – Jan 2010

EDUCATION:

Oakland Community College