

# Whitney.M.Dunlap-Fowler

Whitney@touchofwhit.com · 757-880-4680 · Jersey City, NJ 07302  
[www.touchofwhit.com](http://www.touchofwhit.com) · [twitter.com/ATouchofWhit](https://twitter.com/ATouchofWhit) · [instagram.com/touchofwhit](https://instagram.com/touchofwhit)

## ACHIEVEMENTS & EDUCATION

**2019**

Founded A Touch of Whit Creative

**2018**

Headlined first ever Future of Beauty LRW event; hosted panel discussion with industry experts

Presented at 2018 TMRE conference on The Future of Segmentation

**2017**

Increased sales & bookings by 111% and overall revenue by 60%

Presented at Pepsi African American consumer empathy panel

Pushed the incoming CI pipeline to over \$1 mil for the first time in Kelton history

**2016**

Presented at Kantar's FragmentNation Conference as a thought leader on Color Brave Brands & Cultural Intelligence

Created first ever internal & external networking platform for people of color within the insights industry

**2015**

Identified as a high performer & promoted twice in 1.5 years to a senior role

**2014**

Won global pitch competition for a brief on shifting beauty trends for the consumer of tomorrow

**GRADUATED:** New York University M.A., Media, Culture, Communications  
2012-2014

## EXPERIENCE

**A TOUCH OF WHIT CREATIVE, NEW YORK, NY**

**9/2019 - PRESENT**

**Owner, Chief Strategist**

- Freelance strategist specializing in Brand Strategy, Cultural Strategy & Multicultural strategy + DE&I work to help marketers build culturally intelligent brands.

**CLIENTS: Sephora, L'Oreal, Bush Brothers, Meta, Target, YMCA, ESPN, Oribe, Cashapp, Case Agency, Gemic, Sign Salad, Kelton Global, Market Cast, Butterfly**

**KELTON GLOBAL, NEW YORK, NY**

**4/2017 – 9/2019**

**Director, Cultural Insights (CI)**

- Department Lead: Reshaped the CI practice & lead the development of new techniques & methodologies to inspire innovative approaches for clients' needs while training & building out junior staff members & brand development teams.
- Director, Cultural Strategy: Used semiotics to identify trends, cultural shifts, and emergent & whitespace opportunities to develop client marketing/ innovation/ strategy pipelines & inspire culturally relevant activations & messaging.
- Director, Brand Strategy: Lead brand strategy initiatives in order to develop culturally relevant & actionable positionings, segmentations, and brand portfolio strategies by ringing consumer insights to life across methodologies (qual, quant, CI, social listening, etc...) & socializing those strategies internally as needed.

**CLIENTS: HelloFresh, Cartier, Sephora, A&E, Pfizer, Modcloth, Gulf Stream, Jägermeister, Coca Cola, Sprite, Missoma, Lexus, The Company Store, UCLA**

**KANTAR ADDED VALUE, NEW YORK, NY**

**5/2016- 4/2017**

**Senior Strategist**

- Senior Brand Strategist: Fostered & maintained key client relationships while developing & leading custom research methodologies & strategic approaches to enable key stakeholders the ability to truly connect with & understand consumer perceptions & brand affinity on a global scale.
- Senior Cultural Insight Strategist: Ensured brand relevance & growth by leading clients to the front of the cultural conversation through the use of semiotics, trend scanning, brand archetype work, & the creation of cultural frameworks to inform brand activations today and in the future.
- North American Multicultural Practice Lead: Appointed as youngest head of the Multicultural practice for North American where I served as the lead consultant & brand strategist for all diversity work within Added Value & our sister agencies.

**CLIENTS: Bush Brothers, AT&T, Target, Smartwater, Lear, Bayer**

**KANTAR ADDED VALUE, NEW YORK, NY**

**8/2014- 5/2016**

**Project Manager**

- Brand Strategy Project Manager- Co-lead brand strategy work while also managing day-to-day client communications, planning & facilitating every aspect of each project (screeners, questionnaires, timelines, budgets, etc).
- Cultural Insight Project Manager: decoded & identified key concepts, signifiers, character archetypes & cultural shifts in order to feed these insights into larger, multiphase projects.
- Multicultural Project Manager- Co-lead multicultural projects, while also facilitating day to day client communications.

**CLIENTS: Google, Essence Magazine, Time Warner**



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## ACHIEVEMENTS & EDUCATION

## EXPERIENCE

**2012**

Became lead contact for all North American financial inquiries

**2010**

Created company's first ever AR procedures guide to ensure revenue

Increased company revenue by decreasing invoice aging timeframe

**2009**

**ENROLLED:** DePaul University M.A, Public Relations & Advertisement 2009-2010

**2008**

Contributed to gain in company revenue with 90% increase in paperless invoicing

**2007**

Created new innovative company website and new company fundraising site; Raised more than \$5000

**GRADUATED:** Longwood University B.A, Comm Studies, Business Administration & Marketing 2003-2007

**KANTAR ADDED VALUE, NEW YORK, NY**

**2/2011- 8/2014**

**Qual Field Coordinator**

- Served as field lead to scope, design & cost custom, global & domestic qualitative work. Responsible for training all team members & executive partners in profitable cost estimations.

**RISE INTERACTIVE, CHICAGO, IL**

**8/2009 – 11/2010**

**Operations Consultant- Digital Media Agency**

- Assisted with business tax & licensing for regulatory city, state & IRS review
- Developed process to document & forecast company expenses & financial projections for expected revenue on a monthly basis.
- Ran all AR/AP procedures for revenue collection, and vendor invoicing
- Ensured all project deliverables were produced within reasonable timeline with regard to original project scope of for all clients

**LISA P. MAXWELL, CHICAGO, IL**

**2/2009 – 05/2009**

**Client Partnership, Account Intern Advertising Agency**

- Tracked media buys & direct mailers; assisted with compilation & review of quarterly SWOT analysis; contributed to new business proposals.

**CLIENTS:** Boyd Gaming Corporation, David Barton Gym

**TREK FREIGHT SERVICES, MORTON GROVE, IL**

**08/2008 – 07/2009**

**Administrative & Account Assistant**

- Tracked overdue accounts and accelerated legal action; Processed all invoices, bills and payments received and distributed.

**PRIVATE MARKETING FIRM, CHICAGO, IL**

**05/2008 – 06/2008**

**Administrative & Account Assistant**

- Planned & organizing fundraising gala reaching targeted revenue of \$200,000 for major political figure through direct mail & phone solicitation.

**CLIENTS:** Walgreens' "First Lady's Luncheon"

**HAMPTON COALITION 4 YOUTH, HAMPTON, VA**

**06/2002 – 03/2008**

**Event Planner, Program Manager, Marketing Coordinator**

- Key player in state-wide conferences, fundraisers, program development, marketing initiatives, & reputation building.
- Fundraising & conference duties included: budget planning; vendor and sponsorship solicitations; managing targeted marketing initiatives; planning and scheduling workshop presenters and itinerary.
- Planned major yearly training and team building sessions for all commissioners over course of six years.

