

KUMAR A. DERROW

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PROFESSIONAL EXPERIENCE

FREELANCE CONSULTANT

Seattle, WA

Provide strategy, market research, and brand advisory services for agencies and direct clients January 2024 - Present

- Assisted in international market research exercise with JP Morgan Chase lead by Meredith Chase for markets in India, Singapore, UK and the US, in collaboration with a three-person team from the branding agency The Alt League.
 - Directed qualitative and quantitative research analysis from Ipsos marketing research
 - Delivered findings in a two-hour workshop in New York, to JPMorgan Chase's Chief Marketing Officer and team
- Managed marketing and market-entry projects for Seattle's new \$100 million Conru Art Foundation
 - Supervised a team of four conducting interviews, focus groups, ethnography, and observation diaries
 - Presented findings to Managing Director Marty Griswold and developed marketing materials from those insights
 - Oversaw communications and marketing strategy for the launch event of the Foundation's curated Art Love Gallery

RAPP WORLDWIDE

Los Angeles, CA

Experience Strategist

June 2022 – January 2024

- Assisted in "Gender Matters" study showcasing Rapp's market research department's ability to identify and measure consumer experience, mapping of emotions in each pain point in the customer journey from initial interest to purchase
 - Designed a marketing research study using the Dscout platform and quantified the findings in collaboration with RAPP's Consumer Marketing Insights Director, Matthew Cooper
 - Traveled to New York to present to 10,000 employees of Omnicom, RAPP's parents' company
- Co-led customer journey mapping and target audience discussion guide for BMW lead Lillian But, Findings were presented to BMW's Customers Relation team

Senior Media Strategist

- Led a team of eight media, strategy, data and marketing research professionals for AAA operating in 12 major markets including California, Texas and Missouri
- Imported datasets in R, loaded the processed data into Excel, and used Tableau to build visualizations and dashboards
- Managed and optimized over \$150 million in media spend across digital, social, TV, and emerging channels.
- Annually traveled to Los Angeles to present annual marketing plan and annual media spending plan before AAA Chief Marketing Officer Suzanne Wisdom and her 15-person team
- Managed a Junior Associate's professional development, resulting in her promotion from Associate to Strategist

WUNDERMAN THOMPSON

Seattle, WA

Associate Strategist (Contract Role)

April 2021 – June 2022

- Led social media and campaign research for the launch of Flipgrid, a newly acquired educational platform by Microsoft.
 - Conducted consumer, competitor, culture, and company research, and presented findings to a Microsoft director.
 - Generated over 1 million impressions over six months, 1000% higher than targets
- Conducted consumer, competitor, culture, and company analysis for T-Mobile's loyalty program and presented recommendations to a T-Mobile director, leading to a new email campaign strategy that increased open rates by 300%

EDUCATION

UNIVERSITY OF ARIZONA

Tucson, Arizona

B.A. in Communication Statistics

August 2019

Philanthropy Chair, Zeta Psi Fraternity, 2017. Planned fundraising events for Habitat for Humanity and Special Olympics.

Eller Unity Board Member, Liaison to the Dean, 2018-19. Planned diversity and inclusion events such as Eller Community Impact Auction Night and Eller Diversity Networking Gala and presented proposals to the dean.

Post-graduation intern, BreadNButter creative ad agency, Seattle, July 2020-March 2021. Supported brand research, campaign planning, and insight development to guide creative and marketing decisions.

UNIVERSITY OF WASHINGTON, Digital Marketing Certificate program, January – June 2020

ADDITIONAL INFORMATION

Certifications: Principles in Marketing Research and Analytics Bundle 1-2-3 University of Georgia 2024, Strategic Planning Miami Ad School 2023, Digital Marketing and Statistics in R University of Washington 2020/23

Community Service: Union Gospel Mission, 2020 – present. Help prepare and distribute Thanksgiving meals to individuals and families across Seattle; Organize distribution of blankets, coats, and cold weather supplies in the Winter Essentials Drive

Interests: Cooking: Steak tacos with salsa chicken parmesan and chicken katsu. Music: play seven instruments, including alto saxophone and guitar. Sports: Play in adult leagues for both basketball and soccer.