

KUMAR A. DERROW

Insight-driven consultant with a strong foundation in research, messaging development, and cross-functional collaboration. Experienced in applying audience and cultural insight to develop positioning strategies, creative briefs, and brand narratives that drive impact. Combines analytical rigor with creative storytelling to connect brands with the people they serve.

Experience

Consultant

Freelance // Jan 2024 – Present

As a Strategy & Research Consultant, I led projects that connected audience insight, brand strategy, and creative direction for clients across industries. My work blended qualitative and quantitative research to inform messaging, sharpen positioning, and guide go-to-market strategy. I partnered with clients such as **JPMorgan Chase**, **Microsoft**, and **Amazon**, and collaborated with **Ipsos** to deliver mixed-methods research engagements.

All project work is available to view at [kumarderrow.com](https://www.kumarderrow.com) — please reach out to request the password for full access.

- Developed marketing plans and messaging strategies using the Four C's framework (Company, Customer, Competitor, Culture) to align brand efforts with audience needs.
- Conducted qualitative research including interviews, ethnographic studies, diary exercises, and usability testing to uncover behavioral drivers and communication opportunities.
- Designed and analyzed surveys to support segmentation, concept testing, and audience profiling in both B2B and B2C contexts.
- Collaborated with Ipsos on integrated qual-quant studies, translating insights into strategic recommendations and creative briefs.
- Evaluated campaign performance using digital platform metrics (CPC, impressions, conversion rates) to optimize messaging and creative execution.
- Created narrative toolkits, positioning frameworks, and storytelling guides to support campaign alignment and execution across internal and external teams.

RAPP Worldwide Los Angeles, CA

Experience Strategist // Jun 2022 – Jan 2024

At RAPP, I developed customer journey strategies for clients including **BMW**, **Wells Fargo**, and **AAA**, blending behavioral research, CRM data, and stakeholder insights to map end-to-end experiences. I partnered with cross-functional teams to identify key friction points, define audience personas, and inform creative and channel planning. My work leveraged tools such as **Qualtrics**, **Tableau**, **Google Analytics**, **SPSS**, and **MRI-Simmons** to translate research into actionable strategy.

- Mapped customer journeys across acquisition, onboarding, and retention touchpoints to identify areas of opportunity and experience gaps.
- Conducted qualitative and quantitative research to inform persona development, segmentation, and message testing.
- Synthesized findings into strategic briefs and journey maps to align creative, CRM, and media teams.
- Developed testing frameworks to validate assumptions and optimize engagement across key stages of the customer lifecycle.
- Presented strategic recommendations to clients, aligning insights with business goals and creative direction.

RAPP Worldwide Los Angeles, CA

Senior Media Strategist // Jun 2022 – Jan 2024

At RAPP, I led integrated campaign strategy for AAA's core business lines, combining media insights with consumer behavior research. I managed a team of eight media, market research, and data professionals, and served as both the primary client lead and day-to-day point of contact. I worked closely with creative, media, and analytics teams to align messaging and channel strategy with business objectives, using tools such as **Comscore**, **Google Analytics**, **MRI-Simmons**, and **Meta Ads Manager** to guide planning and optimization.

- Developed full-funnel media strategies that translated audience insights into targeting and creative direction.
- Presented research findings and strategic POVs to clients to guide messaging, content development, and media investment decisions.
- Managed campaign planning across paid social, digital, programmatic, search, and offline channels.
- Measured campaign performance and used insights to refine brand messaging and media allocation across touchpoints.
- Oversaw collaboration between internal strategy, analytics, and media teams to ensure data-driven execution and cross-channel integration.

WUNDERMAN THOMPSON Seattle, WA

Associate Strategist (Contract Role) // April 2021 – January 2022

As an Associate Strategist, I supported brand strategy and messaging development for clients across tech, sports, and government. My work focused on developing culturally relevant insights and helping creative teams ground ideas in real audience behavior.

- Conducted audience research and trend analysis to inform creative briefs and campaign concepts.
- Developed messaging frameworks and strategic narratives to guide brand storytelling.
- Collaborated with cross-functional teams to ensure alignment between research, creative, and KPIs.
- Clients included: Microsoft, T-Mobile, Washington State Lottery, and Seattle Storm.

Mobile

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Links

<https://www.kumarderrow.com>

<https://www.linkedin.com/in/kumarderrow/>

Certificates

Market Research Specialization – UC Davis (2025)
Principles in Market Research – U of Georgia (2024)
Market Research Analytics – U of Georgia (2024)
Strategic Planning – Miami Ad School (2023)
Statistics in R – University of Washington (2023)
Digital Marketing – University of Washington (2020)

Education

University of Arizona

BA in Communications (Communication Statistics) Zeta Psi

- ACADEMIC CONCENTRATION: Qualitative and quantitative analysis, social media research, research methods, data analysis, social theory

Methodologies

Attitudes & Usage, Brand Equity, Competitive Analysis, Creative Testing, Customer Journey, Focus Groups, Messaging Architecture, Ethnography, Name Testing, Online Communities, UX / UI Testing, Product Testing, Public Relations, Segmentation and Strategic Positioning

Skills

Microsoft Product Suite, MRI Double base/Simmons, Individual Social Media, Analytical Platforms, R, Social Listening, Tableau, ComScore and Kantar

Hobbies

- Lifelong basketball enthusiast, always eager to catch a good pick-up game.
- Passionate musician, proficient in seven instruments, currently re-learning piano.
- Avid skier
- Amateur photographer, capturing moments and scenes that inspire creativity and storytelling.

Additional information

- Spearheaded a leadership community initiative for the 2023 RAPP summer interns, serving as their direct lead and fostering a collaborative and supportive environment.
- Actively involved as a Diversity, Equity, and Inclusion (DEI) champion, advocating for inclusive practices and fostering a culture of belonging within the workplace.
- Dedicated mentor, providing guidance and support to junior team members, fostering their professional growth and development.