



— SEAN —
BOUTCHARD
STRATEGIST

— CONTACT —

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— ASK —

about my in-depth exploration into the automotive world. It took me from exploring pioneers of the EV world, to those that defend their small car choices, to uncovering the ultimate test that the ultra rich and successful experience.

— TALK —

about being on a first name basis with the mother of dragons, Khaleesi, my 70 lb puppy. Or let's talk about what I learned from traveling through the Mediterranean, from living in Rome, to haggling with merchants in the Grand Bazaar of Istanbul.

— EDUCATION —

M.S. IN BUSINESS / MAY 2015

VCU Brandcenter Concentration: Strategy

B.A. IN ART & VISUAL TECHNOLOGY / MAY 2011

George Mason University Concentration: Digital Arts. Minor: Business

FILM / SUMMER 2010

American University of Rome

— WORK EXPERIENCE —

POSSIBLE / JUNE 2015 - CURRENT

Clients: Microsoft, Playstation, Mitsubishi, Aston Martin, Belkin, Linksys, and Bacardi.

Strategist: At Possible, I've had the opportunity to work on a wide array of accounts across multiple categories, including several new business pitches. I was very fortunate to conduct a study of gamers across the world in a project to create global alignment for the most popular gaming console currently on the market.

CRAMER-KRASSELT / SUMMER 2014

Clients: Corona, Heinz, Famous Dave's, Hampton Inn, Velamints, and Burger King.

Brand Planning Intern: 2014 was the summer of barbecue and new business. My trends analysis of the BBQ category played a critical role in winning a new account for the agency. I was also able to conduct an intense fast food brand experience project that was most likely bad for my health.

LOCKHEED MARTIN / MAY 2007 - AUGUST 2008

Graphic Designer: I represented Kensington Creative as on-site support for Business Development of Undersea Systems. I developed presentations on covert undersea technology for pitches to domestic and international governments. Beyond that, I can't say much.

— SKILLS —

Strategic Toolbox

Creative Brief Writing/ Briefing, Brand Positioning, Campaign Strategy, Product Innovation, Concept Testing, Content Strategy, Brand Workshops, Brand Essence Videos

Research Methods

Qualitative: : Discussion Guides, Personal Interviews, Focus Groups, Digital Anthropology, Ethnographic Research

Quantitative: Surveys, Consumer Segmentation, Concept testing

Research Programs: : Simmons, Sysmos, Crimson Hexagon, Mintel, Iconoculture, WARC, Forrester, Statista, Survey Monkey

Creative Toolbox

Adobe Creative Cloud - Photoshop, Illustrator, After Effects, Premiere

Final Cut Pro X

Microsoft Office

Keynote

Photography

Filmmaking

Animation