



— SEAN —
B O U T C H A R D
STRATEGIST

— CONTACT —

email. sean@boutchard.com

phone. 703.609.6114

web. boutchard.com

— 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 blue nose. Or let's talk about what I learned from traveling through Vietnam and the unique growth of FinTech in a communist country with a cash culture.

— 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 —

WUNDERMAN THOMPSON / JANUARY 2019 - CURRENT

Clients: NHL Seattle, Microsoft Game Stack, Xbox, Intercontinental Hotel Group, Kimpton Hotels

Senior Strategist: During the biggest snowstorm to hit Seattle, I pitched Jerry Bruckheimer on a branding and launch campaign for the professional Hockey team in Seattle. Currently, I'm a strategy lead on the IHG team at WT.

POSSIBLE / JUNE 2015 - JANUARY 2019

Clients: AT&T, DIRECTV, Microsoft, Playstation, Mitsubishi, Aston Martin, Acura, Belkin, and Linksys.

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.

— 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, Ethnographic Research, Mobile OTS Diaries

Quantitative: Surveys, Consumer Segmentation, Concept testing

Research Databases: Simmons, Sysmos, Crimson Hexagon, Mintel, WARC, Forrester, Statista, Survey Monkey, Google Forms

Creative Toolbox

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

Final Cut Pro X

Microsoft Office

Keynote

Photography

Filmmaking

Animation