

## CONTACT

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## NOT YOUR AVERAGE JOE

I am a futurist who is obsessed with nerdy things and I'm always exploring new ways to approach my thinking and working. I use words to simplify complex problems and inspire creative thinking. And I bring a human-centered practice into the brand, experience, design, and product or service. I believe strategy empowers cross-functional teams to break convention and uncover new ideas.

## EDUCATION/CERTIFICATIONS

IDEO U

August 2019-May 2020

Certification: Foundations in Design Thinking & Advanced Design Thinking

VCU Brandcenter

August 2016-May 2018

GPA: 3.8

Masters of Science in Business and Branding

Virginia Commonwealth University

January 2013-December 2015

GPA: 3.5

Bachelors of Science in Marketing

Certification: Consulting in International Marketing

Germanna Community College

August 2010-December 2012

GPA: 3.6

Associates of Science in Business Administration

## TOP SKILLS

Design Thinking & Workshop Facilitation  
Process & Workshop Design  
Interviews & Focus Group Moderation  
Insight & Implication Synthesis  
Storytelling & Brief Writing  
Persona Crafting & Journey Mapping  
Presentation & Narrative Design  
Competitive & Trend Analysis  
Data Synthesis & Problem Solving  
Business Acumen & Creative Thinking  
Opportunity & User Research  
Communication & Planning

## PROFICIENT PROGRAMS

Keynote/PowerPoint  
Excel/SmartSheets  
Cubeyou  
Crimson Hexagon  
BrandWatch  
Mintel  
Simmons  
Adobe Ps, Xd, Id, Illustrator  
Final Cut  
Figma  
Miro  
Airtable  
Basecamp  
Slack  
Typeform

## AWARDS

Oracle, Top Innovator Award | 2020

VA Startup Accelerator Winner | 2019

Spotify, Strategy Competition Winner | 2018

# JOE R. BAUMGARDNER

## STRATEGIST & DESIGN THINKER

## EXPERIENCE

### Innovation & Brand, Lead Strategist | Oracle

August 2019-Current

Brand/Innovation Strategy Development | Workshop & Research Design | Facilitation | Insight Synthesis

- Lead strategist on the Xlab team at Oracle to bring their hundreds of products, Oracle brand, and redwood UX design system to life into future vision prototypes and their supporting creative assets (video, presentations, scripts, executive messaging, print/digital)
- Ran innovation workshops, working with senior leadership, developers, strategists, and designers in cross-functional teams across sales, product, and engineering to develop future narrative application prototypes for the Financial Services, Retail, Healthcare, and, currently, Industrial Manufacturing industries
- Lead strategy and planning for creative brand programs and sales assets for a global experience campaign, moving the Complete Oracle Cloud away from features and functions to a human-centric brand—yielding increased revenue of \$25 Million in FY 21

### Brand Strategist | BLDR: Strategy and Design Studio

November 2018-August 2019

Brand Strategy | Idea/Strategy Brief Writing | Brand Consulting | Brand Voice and North Star Workshops

- Worked on projects for clients Afloat, Regulr, BLDR to conduct qualitative/quantitative research, product testing, insight gathering, development of mission, purpose, and value propositions to define these start-ups position in the market
- Helped craft the evolution of start-ups ideas to create viable user-focused products with cross-functional team leadership of founders, developers, designers, and product managers
- Regulr "Hello 2.0" Pilot launched in Richmond VA, 2018
- Afloat successfully launched nationally in 2019

### Freelance Brand Strategist | Code & Quill

Contract from December 2017-October 2018

Brand Strategy | Idea/Strategy Brief Writing | Social Listening | User Journey Mapping

- Eight-month research and brand development project to help redefine what their target "creatives." The solution was developing a brand voice by sharing in the duality of the user, product, and brand by "owning the ampersand"
- Code & Quill successfully funded their Kickstarter in 2018

### New Business/Brand Manager | Pitch Inc.

Graduate Intern from May 2017-August 2017

Project Management | Idea/Creative Strategy Brief Writing | Leadership | Storytelling | Research

- Created a brand extension strategy into a new loyalty program for San Manuel's latest casino
- Worked on new business pitches and conducted qualitative and quantitative research to discover opportunities for creative business needs- Clients include: Genentech, UCLA, and Quicken Loans
- Focused on strategy development, social listening, and industry research for client needs

### Brand Marketing Associate | Institute For Contemporary Arts

Contract from July 2016-July 2017

Marketing Research | Communication Planning | Brand Voice | Project Management

- Conducted qualitative and quantitative research to gain insights on how to position and open the museum as a space that offers free membership but, more importantly, free conversation
- Synthesized insights to develop core audience profiling to prepare strategic briefs for the opening
- Primary focus on brand strategy and crafted their mission and value propositions

### Marketing and Communication Associate | Native Collab

Intern from August 2015-December 2015

Press Release Writing | Communication Planning | Marketing Strategies | Project Management

- Press releases and digital planning for the release of Flying the Feathered Edge film in 25 states
- Communication planning and marketing research for clients in Fashion, Film, and Music

### Marketing Consultant | EuroJet & Shockoe Atelier

Certificate Program from May 2015-July 2015

Project Management | Scope Document Writing | Qualitative/Quantitative Research | Industry Research

- Conducted research and identified opportunities to be produced in a Scope Documentation for Shockoe Atelier in Richmond, VA, and Eurojet in Prague, CZ

### Digital Marketing Associate | Make-A-Wish

Intern from July 2014-May 2015

Social Media Planning | B2B Marketing | Brand Development | Social Media Calendar Creation

- Social Media Planning and development for "Walk for Wishes", helping raise over \$150,000 in the Richmond/DC area