

TATIANA DRYE

Visionary strategic thinker, committed to converting potential into profit

EDUCATION

2013- Temple University

2017 B.A. in Advertising Research & Strategy, Minor in Spanish

- Honors Class of 2017 // Latin Honors Recipient
- Summer Semester 2015 at University of Oviedo in Asturias, Spain

EXPERIENCE

Jan. Associate Strategist

2017- Evoke Health | Philadelphia

- Now**
- Work across multiple healthcare brands to prepare them for launch, growth, or establish legacy
 - Lead brief creation & review creative deliverables to ensure alignment with objectives
 - Perform competitive audits to measure brands against rivals & best-in-class standards
 - Provide digital strategy recommendations utilizing behavioral data, market forecasts & trends
 - Assist with ad-hoc brand and strategic projects across DTC and HCP accounts

Sept. Project Management Intern

2016 - Evoke Health | Philadelphia

- Dec.**
- Worked closely with account, strategy, creative, tech groups and regulatory operations
- 2016**
- Developed and managed the planning and execution of multiple projects at one time.
 - Ensured that projects are completed on time and carried to the correct team members.

Jan. Strategy Intern

2016 - Evoke Health | Philadelphia

- Aug.**
- Led a department-wide research initiative to centralize research material into social intranet
- 2016**
- Developed and presented competitive website audits and POVs analyzing new-in-market rivals
 - Participated in both quantitative and qualitative research for new business proposals.
 - Shared ongoing research & insights spanning across industry, channel and category

SKILLS

Digital Marketing

Strategic Planning

Quant/Qual Research

Digital Analytics

Conversational Spanish

PROGRAMS

Survey Monkey

Microsoft Suite

Survey Gizmo

HTML

Google Analytics

CSS

BrandWatch

Basecamp