

## SENIOR STRATEGIST

# Hi, I'm Pablo Valles

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## EXPERIENCE

### *Setting the Framework*

#### **SAATCHI & SAATCHI, SENIOR BRAND STRATEGIST**

CLIENTS: RELIANT ENERGY | MGM RESORTS

**Dec 2022 - Dec 2023**

I assisted Reliant Energy in aligning their communication strategy for a new market, acting as the voice for a diverse multicultural audience. My insights facilitated the development of campaigns by our client and creatives, ensuring they effectively addressed the audience's needs. Additionally, I collaborated with multiple agencies, providing audience and market insights to help them formulate successful social and full-funnel strategies.

#### **SHEPHERD AGENCY, STRATEGIST**

STRATEGY CONSULTING AGENCY LEAD BY WIEDEN+KENNEDY ALUMNI

**Nov 2020 - Oct 2022**

In this role, I gained category expertise in entertainment, gaming, CPG, restaurant, tourism, technology, and lifestyle. I prioritized audience needs, using research tools and frameworks like brand/category audits to identify credible brand opportunities. Collaborating closely with clients, I secured quality recruits and gathered valuable insights.

#### **FREELANCE, STRATEGIST/ CREATOR**

**Dec 2018 - Nov 2020**

I worked with small businesses that value diversity. With an open mind and an ear for different voices, I positioned these brands to cater to a more inclusive audience.

## SKILLS

Bilingual: Spanish

Brand Positioning

Category Analysis

SWOT Analysis

Quantitative Research

Qualitative Research

Social Listening

Social Strategy

User Experience

Photography & Design

Creative Concepting

Research Tools:

StatSocial, Sparktoro,  
and Google Trends

## INTERESTS

Sub-Cultures, Traveling,

Music Production,

Languages, Photography,

Entrepreneurship

## EDUCATION

### *A Multi-Faceted Career Prep*

#### **JOB PROPULSION LAB, STRATEGY PROGRAM**

This program originated as a road map for my career, but it became much more – a vessel for growth. With JPL, I expanded my knowledge of strategy and saw how much a good team could accomplish with a solid plan.

#### **UT ARLINGTON, BA VISUAL COMMUNICATIONS**

An education program designed for the average student. While others gained a set of rules, I took away something more priceless – a degree in determination and passion.