

# KIM MACKENZIE

Brooklyn, NY

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A team builder and seasoned strategist, I craft impactful brand identities and produce strategically sound verbal identities that teams love to implement. Along the way I've collaborated with exceptional brands and directed strategy department transformations. My clients range from Cisco, Pentagram, Apple, Amazon, Vonage, to Google Cloud. I specialize in tech B2B, health tech, security, lifestyle, and spirits.

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## Consultant Roles

### Recent clients

[Pentagram](#) – Brand positioning, verbal identity, architecture, messaging, and copy work for tech B2B, search engines, cloud security, publishers, and government agencies. The Washington Post, Carbyne, and others under NDA  
[Cisco](#) – Brand positioning, messaging, campaign briefs, customer research  
[Oatly](#) – Report on the exploration of drop culture  
[Gutsy](#) – E-book editing and rewrites, website copy  
[Visa](#) – Global lead for Crypto consumer research project  
[Variety of VC firms](#) – Brand positioning and messaging  
[Various Creative Agencies](#) – Beam Suntory, Pernod Ricard, Brown Foreman, Campari brand campaigns, brand positioning, consumer trends

Head of Strategy + Copy, **Character SF + NY**, September 2020 – April 2021

- Managed half the agency over two bi-coastal locations
- Directed brand positioning, verbal identity, brand architecture, naming, and consumer insights work, including workshop facilitation
- Serviced and sold in a record number of brand programs to Amazon, Lululemon, Nuro, Hinge Health, Netflix, ThirdLove, Google, and others

Interim Head of Strategy, **Ogilvy DC**, October 2019 – August 2020

- Mentored, up-skilled, and managed strategy and analytics teams
- Pitched and won new business, grew existing accounts with new strategic offerings, wrote and sold in brand programs and campaigns
- Increased a scope of work from a rebrand to a 40+mil campaign

**Strategy Consultant, Target**, August – November 2019

2020 planning for the Gen Z customer marketing team, utilized desktop research to discover business changing consumer trends and truths

**Strategy Director, Wolff Olins**, June – July 2019

Led Vonage brand positioning, naming, messaging project which resulted in an unexpectedly high acquisition

Past collaborators, 2013 – 2019:

Apple, Google Cloud (B2B retail), VEDA DATA, The Washington Post, The New York Times, Michael Kors, Dow Jones

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## Other Roles

- VP of Marketing, Indiereign, NZ & New York, 2013 – 2014
- Digital Strategist, New Zealand Trade & Enterprise, NZ, 2011 – 2013
- Editor/Producer, Sky Television Network, NZ, 2006 – 2011

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## THOUGHT LEADERSHIP

**Founder:** [Ladies Who Strategize \(2.2k+ members\)](#)

**Speaker:** Miami Ad School Industry Heroes Series (FL & NY), Sarah Lawrence College

**Mentor:** NEW INC, The New Museum Incubator Program 2018-2020

**Creative Brief 101 & Facilitation training:** Ogilvy, WP BrandStudio, Edelman, Cisco

**Author:** [‘Strategy is like Jazz,’](#)  
WARC 2021 Future of Strategy Report

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## EDUCATION

BA, Humanities, Creative Writing Minor,  
WASHINGTON COLLEGE

MA, Film & Media Theory  
UNIVERSITY OF AUCKLAND

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## TOOLS

Keynote / Microsoft (PPT) / Mintel  
Simmons OneView / G Suite / Pitch

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## BRANDS

Apple / Google / Vonage / VISA  
CISCO / The New York Times  
Theory / USAID / Embassy of Japan  
The Washington Post / Target  
Michael Kors / ASICS / Lululemon  
Amazon / Hinge Health / CDC  
Thirdlove / Bronx Zoo / The Met  
Beam Suntory / Pernod Ricard  
Diageo / Dow Jones / Hallmark  
Pitney Bowes / The New York Times  
Harry Potter & The Cursed Child