



MARINA TOKAR

BRAND STRATEGIST | CULTURAL EXPLORER

MARINA.TOKAR@GMAIL.COM

SENIOR BRAND STRATEGIST WITH 8+ YEARS' EXPERIENCE CRAFTING BRANDS RANGING FROM FORTUNE 500 COMPANIES TO SCRAPPY STARTUPS.

Ukraine-born, NY-raised, and London-based - with 35+ countries in between - culture is in my DNA. A cultural curiosity has defined my life and work from the age of 6, when I found myself figuring out the hidden "codes" of NYC first-graders as an awkward Soviet immigrant desperate to assimilate. Since then I've tapped into this unique vantage point - teetering on the edge of cultures - to figure out what makes people tick, uncovering the hidden ties that bring people together as well as set them apart. Over the years I've channeled this curiosity to help a broad range of clients - from some of the world's most famous brands to scrappy start-ups (and everyone in between) - widen their aperture and weave in the perspectives of "real" people into the strategies defining them. [\[Case studies here.\]](#)

STRATEGY WORK

WIEDEN & KENNEDY AMSTERDAM | FREELANCE SENIOR STRATEGIST | MAY 2022-JULY 2022

US FREELANCE STRATEGY: AGENCIES & CLIENTS DIRECTLY | JULY 2016-APRIL 2022

- (NETFLIX) Challenged Hollywood's lip-service to diversity with "[Make Room](#)", Netflix's most popular brand campaign to date from an earned media perspective.
- (LULULEMON) Conducted research to overcome Lululemon's 'mean-girl' image and launch its first-ever 360 global brand campaign, "[This is Yoga](#)". Shook off yoga's elitist identity by taking it outside the overpriced studio and showing the principles behind the practice to connect with a new generation. Analysed the state of modern masculinity and developed a positioning strategy for Lululemon's newly-launched men's line. Doubled revenue in 4 years, increased brand value 40%, & became a [favourite brand](#) amongst Gen Zs & millennials.
- (GOOGLE) Gleaned insights for a brand consulting project by analysing tensions between our culture's relationship with technology, consumers' brand perceptions, and employees' internal experiences. Building on the insight that people don't trust what they don't understand, Google simplified their brand architecture to separate "Google" out as a search engine and create "Alphabet" to house the brand's other initiatives.
- (NIKE) Collaborated with Purpose Team to connect the brand with "underrepresented youth", a segment they had trouble engaging. Designed a program to help Nike rebuild the culture around youth sports in the U.S., which was adapted in-house.
- (MTV NEWS) Revitalised an ailing brand by reconnecting to its roots as an advocate for youth.
- (ADIDAS) Worked with strategic lead on identifying a platform (centred around women's multi-faceted identities) to reconnect Adidas with its alienated female consumer base, resulting in a new business win for the agency.
- (DIAGEO) Created a digital marketing strategy for Crown Royale, winning new business pitch.
- OTHER CATEGORY WORK: CPG, finance, food, media, insurance, fashion, retail, not-for-profit, education, etc.

THE MARTIN AGENCY | STRATEGIC PLANNER | JUNE 2013-JUNE 2016

CLIENTS INCLUDED: SUNGLASS HUT, DISCOVER CARD, MONDELÉZ, DENNY'S, WORLD WILDLIFE FUND

- Ad Agency of the Year 2016 (The One Show)

SCHOOL

Marketing Week: Mini MBA // New York University: Certificate in Marketing Communications // Miami Ad School: Account Planning Bootcamp // McGill University: Bachelor of Arts, Humanistic Studies