

GENEVIEVE TAX

SENIOR CREATIVE MARKETING STRATEGIST

CONTACT



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SKILLS

Workshop facilitation and collaboration

MURAL, MIRO, Google Jamboard

Presentation design

Google Slides, Keynote, Microsoft Powerpoint

Social media management

Hootsuite, HubSpot

EDUCATION

BA, Gallatin School of Individualized Study

New York University

2008-2012

Combined studies in features journalism, arts and culture and creative writing while interning at publications such as Time Out New York, Elle and Nylon Magazine.

RECOGNITIONS

Project Worldwide Rising Star 2018

Nominated to represent George P Johnson's strategy practice at the annual Project WW Summit in Las Vegas

SXSW Panel Picker Selection 2016

Created the concept and wrote the abstract submitted by Momentum Worldwide, selected by a mix of popular vote, SXSW staff, and PanelPicker evaluators

Smarties Award, Messaging 2014

Issued by the Mobile Marketing Organization for "Sony Records, IPG Media Lab and Kik Launch First Global Music Marketing Campaign with One Direction"

PROFILE

Genevieve is a strategic thinker who helps brands engage with their key audiences through thoughtfully designed interactions and carefully crafted content. Her observational nature and passion for popular culture helps her keep a finger on the pulse, and she uses her unique perspective and collaborative expertise to develop insight-based marketing strategies that stand out from the crowd. She has spent over 10 years helping Fortune 500 companies stay ahead of marketing trends by taking a customer-first point of view to create experiences and tell stories that are engaging, authentic, and relevant.

WORK EXPERIENCE

Senior Strategist [Previously: Program Strategist, Experience Strategist, Associate Experience Strategist]

George P Johnson Experience Marketing

2016-2024

- Crafted human-centered experience design strategies for brands including IBM, Google, Salesforce, Facebook, Amazon, Indeed, Sage and Cisco, with 93% of post-event surveys resulting in "exceeds expectations" client ratings.
- Led the agency's workshop and design thinking practice, facilitating dozens of successful client workshops, developing a library of 75 brainstorming exercises, recording several training modules, and mentoring a team of 10+ facilitators.
- Executed the UX strategy, including storyboarding and scripting, for immersive activations at large-scale conferences such as RSA, Adobe Summit, NRF, Indeed FutureWorks, and IBM Think.
- Spearheaded the strategy for NBD activities such as RFPs, recently helping the agency clinch a long-term Agency of Record deal with Pokemon.
- Designed content, speaker and entertainment strategies for third party and proprietary events, such as the 2020 "IBM Security Year in Revue" with special performances by Leon Bridges, which received an NPS score of 78 (somewhere between "excellent" and "world class")

Marketing Manager

The Idea Village, New Orleans Entrepreneur Week

2015-2016

- Led all public relations, social media, community outreach and marketing initiatives for the nonprofit's tentpole annual event, which attracted 13,000+ attendees in 2016.
- Increased NOEW social media followers on Instagram by 77%, Twitter 49%, and Facebook by 38%.
- Developed and implemented NOEW's 2016 campaign, "All Hail The Hustle," via guerrilla marketing installations, video content, newsletters, media placements, festival collateral, website copy and event signage.

Creative Strategist

GumboLive [Momentum Worldwide X IPG Mediabrands]

2013-2015

- Delivered customer engagement and experience design strategies for brands such as Disney, Nabisco, and Coca-Cola.
- Facilitated C-level workshops for clients such as Proctor and Gamble, GE, and Dr Pepper Snapple Group.
- Created the revenue model for an award-winning project with SONY Music and the Kik app while on a work exchange with the IPG Media Lab, resulting in 1 Million installs and 3 Million page visits and lauded in Digiday and Adweek.
- Concepted and wrote the abstract for Momentum's 2014 SXSW Panel Picker Selection, "Porn, The Quiet Pioneer of Marketing," which reached at-capacity attendance and was featured in Fast Company and The Austin Chronicle.