

CHRISTIE LAM

christielam.net

Authorized to work and live in the US.

RELEVANT EXPERIENCE

Freelance Strategist, New York | Strategist

July 2023 – present

- Bring together trends, data, and expert opinion to build new ideas and spark excitement for a way forward.
- Facilitate and design creative ideation + research workshops, uncovering insights to guide decision making.
- Collaborate with clients to build highly actionable and impactful strategic tools to achieve business goals.

B+A, New York | Strategist

November 2022 – December 2023

Research and strategy consultancy. B-Corp.

- Independently delivered insights and strategy focused on Gen Z, equity, and futureproofing, allowing clients to reach unique markets, and understand their unique brand.
- Conducted impactful research using qualitative and quantitative methods, analyzing first to third party data to answer client briefs.
- Crafted beautiful and clear research outputs that told a story and provided tangible solutions to client briefs.
- Managed projects with concurrent work streams using strict time management and reactive flexibility.
- Contribute as a source of inspiration by sharing emerging cultural trends, sharing historic findings, and act as a resource for data literacy.

AEA Consulting, London and New York | Research Analyst

March 2020 – October 2022

Management consultant for the creative industries.

- Performed mixed method research on the creative industries across global markets, using diverse techniques such as survey design and analysis, market analysis, and trends monitoring.
- Synthesize findings to inform the development of strategic recommendations, creating outputs such as cultural and programming strategies, business and strategic plans, and financial models
- Produced deliverables optimized for each client, ranging from media organizations, cultural organizations, to government agencies and real estate developers.
- Represented AEA for business development and in public forums, presenting white papers and research.
- Monitored industry trends and collected them to develop thought leadership
- Chaired AEA's internal DEAI working group and helped author its first DEAI Plan and an updated internal manifesto.

EDUCATION

University College, London | M.A. History of Art, Distinction (4.0 GPA)

2018 – 2019

- Dissertation: "Hung Liu's *Chinese Prostitutes*" and (inter)mediating history"

University of Cambridge, Robinson College | B.A. History (Hons), 2.i (3.8 GPA)

2015 – 2018

- Dissertation: "Everyday Life in London's Chinatown, c. 1960-1990" (Oral history project)

PUBLICATIONS

- Creative Industries Policy & Evidence Centre / Nesta, ['The relationships between cultural organizations and local creative industries in the context of a cultural district'](#) (February 24, 2022)
- AEA Consulting, Cultural Infrastructure Index (2019-2023), including, *"In Focus: Shenzhen, China"* (2020)

SKILLS AND INTERESTS

Additional Languages: Cantonese, Mandarin, French (conversational)

Competencies: Strategy + Branding, Qual and Quant Research, Consumer Insights, Facilitation, Copywriting

Software: Google Suite, Microsoft Workspace, Capcut, Miro, Notion, Tableau, Survey Monkey, Mailchimp

Ask me about: Pottery, [Darkroom photography](#), Decolonial futures, Choral music, Canto-Mandopop, mahjong