

SARAH GRAY STRATEGIST

I stay curious.
sarzygray.me

SKILLS

STRATEGY

Brand Positioning
Briefs
Client Pitches
Visual Storytelling
Brand Essence Videos
Deck Design
Client Pitches
User Personas
Comms Planning
Ansoff Matrix
SWOT Analysis

RESEARCH

Qualitative Research
Discussion Guides
Focus Group Facilitation
Person-on-the-Street Interviews
Expert Interviews
Quantitative Research
Discussion Guides
Surveys
Market Research
Segmentation Studie
Data Analysis

TOOLS

Adobe Creative Suite
Final Cut Pro X
Podcast Production
Figma
Miro
MRISimmons + Excel
Google Analytics (certified)
TalkWalker (certified)

Some things to talk about

Should you miss the last train in Toyko...

Favorite Miyazaki film is Nausicaä.

Love
~~Hate~~ on Beaujolais.

EDUCATION

Bachelor's of Science, Public Relations 2017
Minor, General Business
Virginia Commonwealth University
Master's of Science, Business/Branding (May 2024)
Concentration, Strategy
VCU Brandcenter

EXPERIENCE

Returning home.
Joining the innovators behind Richmond's first tasting menu experience, I led the service team in defining standards, concepts, and a unique identity within the city's dining landscape.

Longoven. Richmond, Virginia
Lead Captain 2021-2022

I remember it as a dance.
Gliding through every night of service with a small team of the world's leading hospitality and culinary talent; we delivered dining experiences unmatched, rooted in artistry, humanity, and sustainability.

Petit Crenn. San Francisco, California
Captain & Sommelier 2018-2020

Trying on hats.
Closely collaborating with firm leadership, I created marketing and business development collateral, copy, promotional design, provided support to clients and contractors to elevate David Armour's brand within the design community.

David Armour Architecture. San Francisco, California
Marketing and Communications Lead 2018-2019

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