

SARAH GRAY STRATEGIST

SKILLS

STRATEGY

Client Pitches
Briefs
“Rolling in the Problem”
Visual Storytelling
Brand Positioning
Brand Essence Videos
User Personas
Comms Planning
SWOT Analysis

RESEARCH

Qualitative Research
Discussion Guides
Focus Group Facilitation
On-the-Street Interviews
Expert Interviews
Quantitative Research
Discussion Guides
Surveys
Market Research
Segmentation Studies
Data Analysis
Cultural Deep Dives

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

Creating the third space

Reuniting with local industry veterans, I came out of bartending retirement to help create an innovative program and inclusive space for people to gather.
Stanleys, Richmond, Virginia
Bartender 2023-current

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