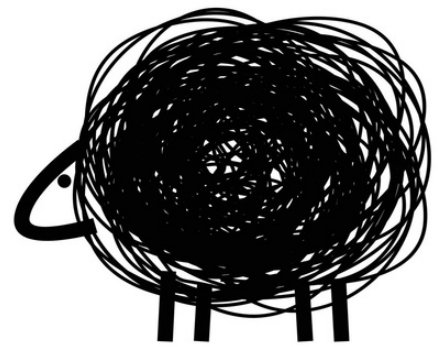


BLACK SHEEP



Dear my new potential colleague,

I grew up in a small, conservative town, and I definitely did not fit in. In other words, I was a black sheep. At a certain point, I realized that instead of trying to blend in, I needed to stand out, and that's how I found my people. Marketing is similar. You can't please everyone and shouldn't even try. That's why I've chosen Black Sheep as my personal brand. To help organizations that are doing good work to bound off into the field without disappearing in the herd of identical faces. That's why I'm applying to this role.

I have over 20 years experience in communications, much of it as a storyteller using the written word. I have a bachelor's in Politics from the University of California Santa Cruz, I completed one year of professional development (business and marketing) at Stanford, and I earned my master's in Market Research and Consumer Behavior from the top European business school Instituto de Empresa Madrid (IE University), where I learned corporate, public, and nonprofit marketing, through a psychological and data-driven lens, and from an international perspective. Through this program I began working as a consultant, conducting market research and making marketing and product development recommendations to Fortune 500 clients, and later, for my own social impact clients. Currently, I'm consulting with the Climate Foundation, providing support with data collection and strategy.

I've lived all over the world as a digital nomad, student, and volunteer, I speak Spanish and French, and I strive to approach communications, whether external or internal, from a cultural perspective. I'm a published author and have written for a wide variety of print and online publications. In addition to writing, video has become my great passion as I record on my iPhone 13 Pro Max using the FiLMiC app and edit on a Dell XPS 17, one of the most powerful computers for video editing, working in Premiere Pro 2024.

You can find my portfolio site at [The Black Sheep](#) as well as my [YouTube channel](#) for more info and samples. Thanks for your consideration, and I look forward to hearing from you.

COLETTE PHAIR
TheSheep.black



COLETTE PHAIR



THE SHEEP.BLACK

939.344.0974

c.phair@gmail.com

Summary:

Creative writer, data-driven marketer, acclaimed author, progressive activist, independent filmmaker, visual storyteller, world citizen, and analytical information-seeker with two decades of experience saving the world with words.

Education:



Instituto de Empresa (IE); Madrid, Spain

Masters in Market Research and Consumer Behavior; GPA 3.33



Stanford University, Continuing Studies; Palo Alto, California, U.S.

Business and Marketing; GPA 4.0



University of California Santa Cruz; Santa Cruz, California, U.S.

Bachelors in Politics; GPA 3.59



Paris Institute of Political Studies (Sciences Po),

Exchange Program; Paris, France

Experience:



Climate Foundation; Queensland, Australia (remote)

Marketing Consultant (October 2023–present)

- Set up initial **data collection** and provided strategy, content, and UX support.



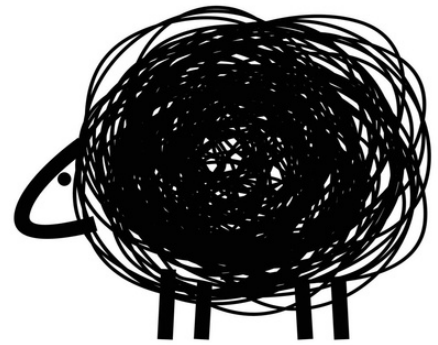
Dorénavant; North and South America

Content Creator (November 2022–present)

- Achieved 632,700 organic impressions, 33,600 views, 1,200 hours of watch time, and 2,163 likes on personal **YouTube channel**.
- Wrote, project managed, cast, produced, shot, hosted, and edited **video** content.
- Covered rare political and cultural events for a new travel channel.

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Ukraine Now; Kyiv, Ukraine (remote)

Marketing Consultant (August 2022–December 2022)

- Contributed to **strategy** and UX for new website launch.
- Created audiovisual and written content.

Midspace Midspace; Bristol, UK (remote)

Marketing Consultant (December 2021–February 2022)

- Conducted **market research** including market analysis, competitor analysis, and customer insights.
- Made **marketing** recommendations including pricing, branding, SEO, and strategy.



Dorénavant; Sheridan, Wyoming, U.S. (remote)

Founder & CEO, Author (September 2019–December 2021)

- Wrote, edited, designed, and marketed books published on Amazon and ACX.
- Tested and advertised with **paid search** using Amazon Ads, varying ad copy, search terms, and bids to improve conversion rate and ACOS over time.
- Managed **social media** marketing (Twitter, IG, Facebook, YouTube, and GoodReads)
- Hired and managed editorial freelancers, designers, and audio talent.



Equal Access International; San Francisco, California (remote)

Writer (Contract) (March–August 2018)

- Wrote over 40 pieces of **content**, including stories and project descriptions, for an NGO that uses **storytelling** and media to empower people in the developing world.
- Narrated the lives of project beneficiaries in Afghanistan, Cambodia, India, Yemen, Cote D'Ivoire, and other nations, reinvigorating old project materials in preparation for release of **new website**.
- Provided **SEO** keywords and descriptions.



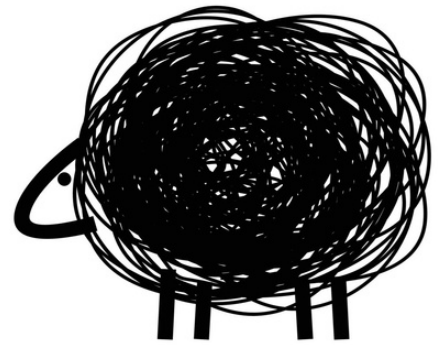
We Vote; Oakland, California

Manager of Communications & Community Engagement (July 2016–February 2017)

- Built and **managed** a team of volunteers to build a political social networking app.
- Led **marketing strategy** through creation and implementation of strategic plans addressing branding, content, social, email, and donor communications.
- Utilized maximum of \$10,000 Google **AdWords** ad grant to receive 535,220 impressions with an **above-average CTR of 3.28%**.

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- Wrote web content (landing page copy, ad copy, web articles, and social media).
- Conducted AB testing, receiving **above-average email open rate of 39.8%**.
- Built Twitter following and email list, managing all aspects of **social media**.
- Presented before hundreds at political and tech events and demoed software.
- Contributed to **UX flows** through user testing and design prototyping.
- Created design and video content, contributing to organizational **branding** process.



Papercheck; San Francisco, California (remote)

Editor (May 2014–Jan 2016)

- Edited a high volume of content using Chicago, AP, APA, MLA, AMA, CSE, and other style guides under **tight deadlines**.
- Coached new writers in a variety of fields.
- Received **high ratings** and positive reviews from clients (**4.74/5** all-time average; **5/5** last 6 months).



Demand Media; Los Angeles, California (remote)

Content Writer (March 2013–March 2014)

- Wrote content articles for Opposing Views and Synonym.com, selecting images, writing captions, and assigning **SEO** metadata.