# KUMAR A. DERROW

## Strategic thinker with a deep understanding of customer behavior, business dynamics, and emerging technologies. Skilled in designing and executing primary research that uncovers actionable insights—turning complex feedback into clear, business-aligned recommendations. Experienced on both the consulting and agency side, partnering with cross-functional teams to shape messaging, guide innovation, and inform high-stakes decisions with evidence, not assumptions.

# Experience

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## The Alt League *Remote*

Strategy Consultant // Oct 2024 – Present

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As a Strategy Consultant, I lead insight-driven brand and campaign strategy engagements—helping organizations define their positioning, sharpen their messaging, and build meaningful connections with their audiences. My work spans early-stage framing through execution, applying a blend of qualitative and quantitative research to unlock strategic clarity and creative impact.

* Developed brand platforms and messaging frameworks for clients including **JPMorgan Chase**, informing cross-channel campaigns across digital, social, and owned media.
* Led audience deep dives and segmentation initiatives—uncovering behavioral insights that shaped campaign creative, targeting, and activation.
* Collaborated with **Ipsos** on qualitative and quantitative research efforts, translating insights into strategic recommendations and creative briefs.
* Guided campaign strategy from insight to execution, partnering with creative and media teams to ensure alignment with audience motivations and business goals.
* Created storytelling toolkits and strategic narratives that helped internal teams and external agencies stay aligned on vision, tone, and purpose.

## RAPP Worldwide *Los Angeles, CA*

Media Strategist // Jun 2022 – Jan 2024

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As a Media Strategist, I led a cross-functional team of strategists, data analysts, media planners, and market researchers to develop and execute paid media strategies across AAA’s key business lines. From brand campaigns to product-specific activations, I drove full-funnel media planning grounded in insight, aligned to business objectives, and optimized for performance across digital and traditional channels.

* Directed strategy for integrated campaigns across auto, insurance, travel, and financial services—ensuring alignment of audience targeting, messaging, and media mix.
* Led a team across strategy, analytics, and research to translate consumer insights into actionable paid media plans.
* Built and managed multi-channel media plans spanning social, digital, programmatic, search, and offline media.
* Partnered with internal brand and creative teams to inform channel strategy and guide content development.
* Measured campaign effectiveness and led optimization cycles, using data to improve reach, engagement, and return on investment.
* Shaped AAA’s media strategy POV within larger planning cycles, connecting paid efforts to business goals and cross-channel marketing plans.

## WUNDERMAN THOMPSON *Seattle, WA*

Associate Strategist (Contract Role) // April 2021 – January 2022

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As an Associate Strategist, I supported brand, campaign, and content strategy work across a range of clients—from global tech leaders to local consumer brands. I contributed to insight development, creative briefing, and audience definition, helping teams ground creative ideas in business and cultural relevance.

* Conducted competitive audits, trend analysis, and audience research to inform strategy for campaigns and pitches.
* Developed strategic briefs and messaging frameworks to support creative development across digital, social, and integrated campaigns.
* Collaborated closely with creative, media, and analytics teams to align strategy with performance goals.
* Clients included: **Microsoft, T-Mobile, Washington State Lottery, and Seattle Storm**.

## BREADNBUTTER *Seattle, WA*

Strategy Intern // Summer 2020

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As a Strategy Intern, I supported brand, content, and creative strategy initiatives across a range of clients in CPG, tech, and education. My work focused on uncovering cultural and behavioral insights, shaping brand storytelling, and helping teams build stronger connections between their creative ideas and the audiences they serve.

* Conducted audience, competitor, and cultural research to support strategic positioning and creative concepting.
* Contributed to brand and campaign strategy work for clients including **Humm Kombucha,** Microsoft**, Amazon,** and **Zearn Math**.
* Helped shape brand messaging and creative briefs across digital, social, and influencer-led campaigns.
* Synthesized qualitative and secondary insights into digestible frameworks for internal teams and clients.
* Collaborated closely with strategy directors and creatives to translate research into ideas with cultural relevance and brand clarity.

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**Links**

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# Certificates

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Principles in Market Research – U of Georgia (2024)

Market Research Analytics – U of Georgia (2024)

Strategic Planning – Miami Ad School (2023)

Statistics in R – University of Washington (2023) Digital Marketing – University of Washington (2021)

# Education

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**University of Arizona**

*BA in Communications (Communication Statistics) Zeta Psi*

• ACADEMIC CONCENTRATION: Qualitative and quantitative analysis, social media research, research methods, data analysis, social theory

# Methodologies

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Attitudes & Usage, Brand Equity, Competitive

Analysis, Creative Testing, Customer Journey,

Focus Groups, Messaging Architecture,

Ethnography, Name Testing, Online

Communities, UX / UI Testing, Product Testing,

Public Relations, Segmentation and Strategic

Positioning

# Skills

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Microsoft Product Suite, MRI Double base/Simmons, Individual Social Media, Analytical Platforms, R, Social Listening,

Tableau, ComScore and Kantar

# Hobbies

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* Lifelong basketball enthusiast, always eager to catch a good pick-up game.
* Passionate musician, proficient in seven instruments, currently re-learning piano.
* Avid skier
* Dedicated reader, exploring a wide range of literature to expand knowledge and perspective.
* Amateur photographer, capturing moments and scenes that inspire creativity and storytelling.

# Additional information

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* Spearheaded a leadership community initiative for the 2023 RAPP summer interns, serving as their direct lead and fostering a collaborative and supportive environment.
* Actively involved as a Diversity, Equity, and Inclusion (DEI) champion, advocating for inclusive practices and fostering a culture of belonging within the workplace.
* Dedicated mentor, providing guidance and support to junior team members, fostering their professional growth and development.