Adrian Mercado

Brand Strategist



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01 PROFILE

Strategy lead with nine years spent turning research into brand systems that survive a real production calendar. I work close to the makers, write guidelines nobody dreads opening, and measure the work once it is out in the world.

02 EXPERIENCE

2021 – Now
Senior Brand Strategist
NORTHSIDE COLLECTIVE
Runs naming, positioning and system work for six retail accounts, and built the research loop that now closes every launch.

2018 – 2021
Brand Strategist
HELM & FORGE
Wrote the guidelines the studio still ships, and rebuilt the pitch process around evidence rather than mood boards.

2016 – 2018
Junior Strategist
PAPER LANTERN CO.
Ran field interviews and competitive audits for consumer packaging, then turned them into briefs designers could act on.

03 EDUCATION

2016 – 2018
M.S. Marketing
PORTLAND STATE UNIVERSITY
Applied consumer research and the economics of brand upkeep.

2012 – 2016
B.A. Communication
UNIVERSITY OF COLORADO BOULDER
With distinction; thesis on brand voice across channels.

04 SKILLS

- Figma
- Illustrator
- After Effects
- Webflow
- Notion

05 LANGUAGES

92% ENGLISH

74% PORTUGUESE

45% ITALIAN

06 CERTIFICATES

2022
Applied Consumer Insight
NIELSEN RESEARCH ACADEMY

2020
Brand Systems Practitioner
ROCKY MOUNTAIN DESIGN GUILD

07 REFERENCE

Rowan Elliston
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