



HARLEY GARNER
STRATEGIST

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Where I've Been

Essence Global

Associate Director, Creative Strategy, *December 2022 - Present*

Essence Global

Senior Creative Strategist, *August 2020 - November 2022*

Digitas San Francisco

Creative Strategist, *April 2018 - March 2020*

Digitas San Francisco

Associate Creative Strategist, *January 2017 - March 2018*

FCB/West

Freelance Jr. Strategist, *September 2016 - December 2016*

How I Do It

Storytelling

Observations & Insights

Research, Reading, and Re-Reading

Creative Brainstorming

Human Behavior

Hyping The Work

Content, Content, Content

What I've Done

Created GTM media strategy and custom content campaign with YouTube Shorts in partnership with Google's Medialab + YouTube brand teams

Informed Google's 2021 "Helpfulness" masterbrand creative territories + key custom content partners

Worked across a range of Google PA's directly with PMMs and Medialab counterparts for S1 and S2 efforts

Multiple campaigns for PlayStation first-party games, including three of the top ten selling PS4 games

Led North America CRM for PlayStation, including vision setting, creative content testing, and brand comms redesign

Worked with tech teams to concept and create the first PlayStation owned AR app and Alexa skill

Brand architecture for Amway; Brand positioning and value prop research and proposal for Nutrilite

Launch strategy for new Nutrilite products

Social strategy for PlayStation Vue

Authored thought-leadership trend-report for PlayStation, *Cheat Codes*

Developed social strategy for STARZ original series

Day-to-day strategic efforts for eBay

Authored a bi-weekly culture report, *WhatTheCulture*

Oversaw annual intern project and provided mentorship

New business efforts for gaming, spirits, and CPG.