

Alyson Gaiser

Strategist

alyson.gaiser@gmail.com
www.alysongaiser.com

Experience

- **AKQA, Strategy Director**
2022-present
Coca-Cola, Bethesda Softworks, Capital One, Focus Brands, new business
- **GSD&M, Associate Strategy Director**
2021-2022
Pizza Hut, Lone River Ranch Rita, new business
- **AKQA, Associate Strategy Director**
2020-2021
PlayStation, Epic Games, Sub-Zero Wolf & Cove, new business
- **Saatchi & Saatchi, Strategist**
2019-2020
Toyota
- **R/GA, Strategist**
2018-2019
Nike, Starbucks, new business
- **Freelance, Strategist**
2016-2018
Confluence Coffee, Greater Richmond Partnership

Education

- **VCU Brandcenter**
M.S. Business, Branding & Strategy
Class of 2018
- **College of William & Mary**
B.A. English Language & Literature
Class of 2012

Awards

- Webby Awards Winner
- Clio Awards Gold
- Clio Awards Silver (x3)
- Clio Awards Bronze (x2)
- ADC Awards Bronze
- The One Show Shortlist
- Effie Awards Finalist