

Tara Leilani Jepson

PROFILE

An experienced branding and marketing strategist with a passion for building and positioning brands through customized storytelling, creative thinking and innovation.

PROFESSIONAL EXPERIENCE

Inclined to Create

NY, NY
2006-Present
Founder

Inclined to Create is an experiential branding and marketing consultancy. We help our clients drive new business, develop creative initiatives and connect the dots along the way.

Clients include:
Jetsetter-Gilt Groupe
Nordstrom
UrbanDaddy
Karen Harvey Consulting
StudioBooth
Mr. Matt Spangler
Becks/Anheuser-Busch
Publicis

Karen Harvey Consulting

NY, NY
2003-2009
Director, Marketing and Creative Projects
Project Director, London Office
Director, Creative Research

- Managed all marketing, new business and creative projects in and out of house, helping grow the business by 6m in 5 years.
- Co-developed and created customized storytelling programs for Nike resulting in a six month initiative at Nike headquarters working directly with Nike's creative directors and upper management across all disciplines.

- Oversaw the company's launch of their international office in London. Responsible for building and leading the team, business development, brand strategy, positioning and exposure.

- Clients included: *Coach, Abercrombie and Fitch, Levi's, Target, Burberry Calvin Klein, Kate Spade, Nike, Christies and Converse*

Buzz Bags

NY, NY
2002-2003
Marketing and Sales Manager

- Developed and maintained client relationships with *Random House, Estée Lauder, Procter & Gamble, Virgin Atlantic, Equinox Fitness, Harper Collins and Crunch Fitness.*
- Contracted clients to include their products in promotional bags for the MTV music Awards, Grammys, film premieres and NYC fashion week.

Eve Ensler, Artistic Director/Founder of V-Day

NY, NY
2002-2003
Personal Assistant

- Primary researcher for The Good Body and other upcoming manuscripts.
- Organized a benefit auction at City Bakery, raising \$15k for V-day.

Emma Dodge Hanson Photography

Saratoga Springs, NY
2001-2002
Photographer's Assistant

- Set up and assisted on photo shoots including weddings, portraiture, editorial and advertising.
- Managed and executed entire production and printing process including scanning, retouching and portfolio creation.

ET CETRA

I'm a Contributing Art Editor at *Guernica - A Magazine of Art and Politics* (www.guernicamag.com)

I'm a social networking junkie. Facebook, LinkedIn, Twitter - I use, analyze and dissect them all.

I was selected as a participant for the prestigious New York Writers Institute

I've traveled by land through China, Mongolia, Tibet, Nepal and India. It is a far better way to see the world.

I'm passionate about research. From analyzing the most effective Twitter campaign using hashtags (*#beatcancer*) to finding the best interactive iPhone app (*Shakelt*). I'm inspired by what I don't know.

I've been told my banana cake changes peoples lives. Seriously.

EDUCATION

Skidmore College
Saratoga Springs, NY
B.A. in English with Honors
Magna Cum Laude

CONTACT

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