

Tara Leilani Jepson

PROFILE

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

PROFESSIONAL EXPERIENCE

Inclined to Create

NY, NY 2006-Present
Founder

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

Clients include:

Redscout

Plaid Creative

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 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.

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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