

Spencer J. Fried

SPENCERFRIED.COM

Dynamic and results-driven Director of Brand Strategy with years of experience developing and implementing go-to-market strategies that creatively redefine brand positioning and drive sales growth. Skilled in leveraging background in design and a Master's of Architecture from Yale to enhance brand identity through innovative digital marketing initiatives, fostering high-performing teams, and cultivating strategic partnerships. Proven track record of thriving in startup environments and driving sales growth for premium luxury products. Committed to delivering measurable results and long-term success through collaborative leadership, data-driven insights, and strategic creativity.

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CORE COMPETENCIES

Brand Development, Brand Messaging, Go-to-Market Strategy, Digital Marketing, E-commerce Optimization, Social Media Management, Customer Engagement Strategies, Creative Direction, Advertising Campaigns, Market Research, User Experience Design, Project Management, Stakeholder Collaboration, Team Leadership, Data Analysis, Client Management, Budget Management, Copy Writing & Editing

PROFESSIONAL EXPERIENCE

Director of Brand Strategy (Co-Founder)

REMSEN – Brooklyn, NY

Jan 2021 – Present

- Develop and implement the go-to-market strategy aligned with REMSEN's mission to redefine the luxury wellness market for aging individuals, driving sales growth and market penetration
- Create and implement a plan to enhance the e-commerce website's brand identity and market presence, successfully generating buzz both domestically and internationally through social media, partnerships, and advertising
- Lead, mentor, and inspire a high-performing brand team made up of various contractors by fostering a collaborative and innovative culture, empowering team members to reach full potential and contribute to overall growth
- Oversee the creative process by ensuring consistency across all brand touchpoints, including social media content, email marketing, and web design, all aimed at increasing customer engagement and sales
- Cultivate relationships with external partners, agencies, and vendors to ensure the successful execution of brand strategies and initiatives, opening new avenues for sales and growth
- Refine the brand voice to effectively communicate REMSEN's values and resonate with target audience, attracting attention from prestigious publications such as Wallpaper, Livingetc, Elle Decor, Dezeen, and Fast Company
- Transformed the company from concept to reality by developing a budget-friendly sales funnel, appropriate for a fully bootstrapped environment, which leverages pre-orders and successfully converts website visitors into buyers
- Oversee the development of products and prototypes, ensuring alignment with the brand vision and values while conducting thorough testing, ultimately contributing to product success and market expansion

Brand Consultant

Madera – Brooklyn, NY

Feb 2024 – Present

- Drive Madera's global identity transformation as the leading one-stop shop for wood surfaces, ensuring that every aspect of the brand reflects a commitment to quality and innovation while contributing to sales and revenue growth
- Collaborate with the executive leadership team to conceptualize and implement a comprehensive brand strategy that positions the company as market leaders and fosters long-term relationships with customers
- Partner with ownership to ensure all strategic initiatives are in harmony with the company's mission and goals, fostering a cohesive approach that drives growth and reflects core values
- Conduct surveys and in-depth interviews across the organization to gather valuable data points and insights, ensuring that brand initiatives align seamlessly with the company's overarching priorities and objectives
- Facilitate brainstorming sessions with key stakeholders, encouraging open dialogue and creative thinking to develop innovative strategies that resonate with target audiences, differentiate Madera in the marketplace, and drive sales
- Consult on user experience design for Madera's website, maderasurfaces.com, focusing on enhancing customer engagement through intuitive navigation and appealing aesthetics that increase conversion rates
- Source, vet, and negotiate contracts with reputable external partners, bringing the brand vision to life through high-quality collaborations that enhance Madera's offerings and market presence
- Served as a full-time brand consultant and now providing ongoing consulting services on a contract basis, leveraging extensive experience to drive brand strategy, growth, and increased revenue

Creative Project Manager & Designer

Post Company – Brooklyn, NY

Oct 2018 – Present

- Led and collaborated on the strategic development of 11 diverse projects, such as the Longfellow Hotel and MOLLIE Aspen, which involved ensuring all aspects of the projects aligned with the overarching brand vision
- Developed innovative brand concepts from both architectural and interior design perspectives, focusing on enhancing user experience and creating inviting, functional spaces that resonated with the target audience
- Consulted on and created a range of marketing materials, including detailed presentations and captivating imagery, aimed at effectively communicating the brand message to attract potential clients and investors
- Managed FF&E and millwork shop drawings with vendors and contractors while addressing RFIs by providing detailed drawings, 3D models, and precise specifications to ensure adherence to established brand standards
- Conducted comprehensive research to define material specifications and fabrication methods for each project, significantly contributed to reinforcing the brand identity across multiple initiatives
- Fostered strong collaborative relationships with vendors, contractors, and clients throughout the project lifecycle, facilitating the ability to devise innovative solutions that significantly enhanced the overall brand experience
- Managed project budgets while successfully identifying numerous cost-saving opportunities, ensuring financial resources were allocated effectively while maintaining high-quality design outcomes

Creative Director

Disco Time – Brooklyn, NY

Feb 2022 – Feb 2024

- Developed and executed a captivating brand identity for a vintage watch e-commerce venture, which included the creation of logos, styled product photography, and eye-catching graphics that resonated with the target audience
- Designed engaging web pages that not only prioritized optimal functionality but also provided a seamless user experience, leading to a significant increase in conversions and website traffic
- Crafted persuasive product descriptions that effectively conveyed the story behind each watch, along with cohesive brand messaging and tailored social media content that engaged followers and built a community around the brand
- Strategized, conceptualized, and directed comprehensive advertising campaigns across various platforms to enhance brand visibility and attract a broader audience, analyzing results to continually improve effectiveness

Architectural Designer

PRODUCTORA – Los Angeles, CA

Jun 2018 – Oct 2018

- Spearheaded the conceptual design and creative development of the Hawthorne Residence & West Banc Stage, ensuring that the vision aligned with the clients' aspirations and the latest architectural trends
- Crafted and delivered compelling presentation materials, including detailed visual aids and storytelling techniques, that captivated clients and effectively communicated the design intent, ultimately securing successful project acquisitions
- Fostered collaboration with cross-functional teams, including architects, engineers, and interior designers, to ensure that the design vision was not only innovative but also feasible, promoting project cohesion and a seamless workflow
- Leveraged advanced software tools to produce realistic models and renderings that enhanced client presentations, allowing stakeholders to visualize the final outcome and make informed decisions with confidence

EDUCATION

Master of Architecture

Yale University (Yale School of Architecture) – New Haven, CT

Bachelor of Arts, Environmental Studies

Claremont McKenna College – Claremont, CA