
AMY ZAINFELD



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RELEVANT COURSEWORK

- Consumer Behavior
 - Psychology of Branding
 - Psychology of Market Diversity
 - Psychology of Social Media
 - Consumer Research Methods
 - Behavioral Economics
 - Consumer Neuroscience
 - Psychological Statistics
 - General Assembly - Introduction to Data Analytics
 - Griffin Farley Beautiful Minds Program 2018
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SKILLS

- Team Leadership and Mentorship
 - Client Needs Assessment
 - Empathic listening and persuasive speaking
 - Thriving in collaborative environments
 - Strategic, Analytical and Creative Thinking
 - Organizational and time management
 - Adaptability and ability to work under pressure
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ABOUT ME

Former Project Manager passionate about consumer insights. I was driven to pursue my Masters in Consumer Psychology and transition into Strategy and Consumer Insights. I possess extensive knowledge about both the creative agency process and the consumer mindset. Experience includes both small and large agencies, such as Organic, MRM//McCann, Sapient, Grey, VML/Y&R and Publicis.

EDUCATION

MASTERS OF ARTS: CONSUMER AND SOCIAL PSYCHOLOGY
New York University – Graduate School of Arts and Sciences

BACHELORS OF SCIENCE: ADVERTISING AND MARKETING
Syracuse University - S.I. Newhouse School of Public Communications and Martin J. Whitman School of Management

PROFESSIONAL EXPERIENCE

PROJECT MANAGER - FREELANCE BEHAVIOR DESIGN

July 2018 – Present

Spearheading UX strategy and design website development projects managing a team of UX designers, information architects and technical developers. Participates in stakeholder interviews, information and requirements gathering, conceiving and brainstorming sessions.

ASSOCIATE DIRECTOR, DELIVERY MANAGEMENT ORGANIC

April 2017 – March 2018

Managed the development of social media and digital content for key clients, driving a 5% increase in unaided brand awareness. Collaborated with key strategy and creative teams to analyze and develop approaches for various insights-driven deliverables.

ASSISTANT MEDIA PLANNER MINDSHARE

October 2004 – March 2006

Developed communications strategy and channel allocations using consumer insights, channel planning tools, MRI data, marketplace data and industry reports. Implemented and maintained media objectives and strategies. Constructed monthly competitive analyses as well as other analytical reports.

Additional relevant work experience available upon request