

Kendra Siebert

Culture Strategist

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WORK

Gapingvoid — Associate Culture Design Consultant

REMOTE | OCT 2023 - PRESENT

Transforming organizations by deliberately designing culture and reframing how people relate to work.

Long Dash — Content Writer (Contract)

REMOTE | JULY 2023 - NOV 2023

Spearheaded editorial content creation, from initial pitching to interviewing and development, in advance of an accounting firm's brand relaunch.

Landor & Fitch — Manager, Employee Experience Strategy

NEW YORK, NY | FEB 2021 - JUNE 2023

Enabled organizations and the people within them to achieve business strategies and collective ambitions through brand-led interventions.

Accounts: Accenture, Comcast, Johnson & Johnson, WPP + Formerly: Associate, Brand-Led EX (Feb 2021-June 2022)

Manifesto — Strategist

PORTLAND, OR | JUNE 2019 - FEB 2021

Led agency quantitative and qualitative research efforts that informed final brand strategies and informed creative direction.

Accounts: Intel, Amazon, Paylocity

Formerly: Strategy & Planning Intern (June-Dec 2019)

OUTREACH

RiseBoro Friendly Visiting Program — Volunteer

BROOKLYN, NY | JAN 2022 - PRESENT

Connecting with homebound seniors seeking companionship in the pandemic and beyond.

Grow in Harmony Recovery Garden — Volunteer

KINDERHOOK, NY | APR 2022 - PRESENT

Helping out at a non-profit farm focused on sequestering carbon, facilitating biodiversity and addressing food uncertainty within marginalized communities.

Urban Art's Mobilizing Power — Researcher

OAXACA AND D.F., MEXICO | JUNE 2016 - JUNE 2019

Investigated urban art as a tool for social mobilization in Oaxaca and Mexico City, MX for my university-funded undergraduate thesis. Passed with distinction.

SKILLS

Strategy + Research

- + Brand Strategy
- + Culture Strategy
- + Communications Strategy
- + Current State Analysis
- + Survey Design + Analysis
- + Facilitation Design
- + Strategic Recommendations

Writing

- + Content Writing
- + Copywriting
- + Proofreading + Editing
- + Brand Voice
- + Creative Writing
- + Storytelling

Art & Design

- + Digital Photography
- + Adobe Photoshop + InDesign

EDUCATION

Terra.do: Climate Learning for Action

JULY-OCT 2023

Confronted the realities of climate change and ideated on interventions in a 12 week bootcamp.

University of Oregon, Honors College

EUGENE, OR

BA Journalism + BA Advertising

Spanish Minor

Magna Cum Laude.

Universidad Nacional de Rosario

ROSARIO, ARGENTINA

Honed my interviewing and storytelling skills across language and culture in a cross-border journalism program.