



Ulrika Brameus

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Creative strategist with experience translating cultural insights, social trends, and brand objectives into compelling narratives and campaigns. Skilled at developing pitch decks, creative briefs, and strategies that align artists, athletes, and brand partners to deliver measurable growth. Brings a unique mix of strategy leadership (AdLab SVP, leading 30 strategists across 30+ clients including Under Armour, WHOOP, and Bose) and hands-on execution (\$10M+ in paid social campaigns for U.S. Soccer, Sparkling Ice, and Valero). Adept at storytelling, fan engagement tactics, and cultural trend analysis, with a strong foundation in copywriting, influencer partnerships, and cross-team collaboration.

PROFESSIONAL EXPERIENCE

MRM New York, NY— Media Buyer, Paid Social

July 2024–Present

- Manage \$10M+ in cross-platform campaigns for clients including U.S. Soccer Federation, Sparkling Ice, Popwell, Valero, and PDC.
- Translate cultural insights and platform performance into test-and-learn roadmaps, driving brand relevance and measurable results.
- Track and report on emerging platform features and cultural trends, providing thought leadership that informs client strategy and creative teams.
- Collaborate with strategy, analytics, and creative departments to align budgets, narratives, and testing approaches across campaigns.

Pure Barre Chicago, Chicago, IL— Social Media Manager (Freelance)

Aug 2022– Present

- Manage social channels and content calendar for 3 studios, increasing engagement through daily posts, stories, and campaigns.
- Build partnerships with local influencers to drive community engagement and attendance.
- Maintain brand voice across DMs and comments, ensuring a consistent, approachable presence.

Allen & Gerritsen, Boston, MA— Social Media and Influencer Relations Intern

June 2023–May 2024

- Conducted daily social listening for brands including Dunkin' and Yotel, surfacing cultural moments and fan engagement opportunities.
- Built influencer lists and evaluation decks, analyzing audience alignment and storytelling fit for brand partnerships.
- Drafted POV on Meta's launch of Threads, positioning the agency as a thought leader on emerging platforms.
- Partnered with creative teams to translate consumer insights and social trends into culturally relevant campaign concepts.

Boston University AdLab, Boston, MA—Senior Vice President of Strategy (Dec 2023–May 2024);

May 2023–May 2024

Vice President of Strategy (May 2023–Dec 2023)

- Led strategy department of 30, guiding creative briefs, research, and narratives for 30+ clients including Under Armour, WHOOP, YMCA, Geena Davis Institute, Mattel, and Bose.
- Rebuilt agency strategy capabilities, creating new briefing templates, pitch frameworks, and brand immersion projects that improved strategist-creative collaboration.
- Mentored strategists and directed creative brief development to ensure persuasive storytelling and cultural relevance in all client campaigns.
- Oversaw integrated campaign strategies from insight through pitch, collaborating with design and creative teams to bring decks and presentations to life.

Boston University AdLab, Boston, MA—Strategist

Jan 2023–May 2023

- Developed a Gen Z-focused campaign strategy and authored the creative brief that guided a top-performing campaign, collaborating with creative teams to translate research into creative messaging.
- Conducted cultural, consumer, and competitive research via social listening, surveys, and focus groups to uncover insights and identify market whitespace, directly shaping brand direction.
- Synthesized cultural and consumer insights to write clear, concise, and culturally relevant briefs, brand audits, and research reports that informed branding and campaign development.

EDUCATION

Boston University, Boston, MA

BS Advertising, BA Political Science

ADDITIONAL SKILLS

- **Creative Strategy & Storytelling:** Creative briefs, pitch decks, campaign narratives, copywriting, audience insights, fan engagement tactics
- **Culture & Trends:** Social listening, cultural trend analysis, influencer partnerships, emerging platform POVs
- **Research & Analysis:** Competitive benchmarking, consumer research, survey & focus group analysis, translating data into strategic insights
- **Collaboration & Tools:** Cross-functional team leadership, client presentations, deck building, Sprout Social, Meta Business Manager, TikTok Business Center, LinkedIn Campaign Manager

CERTIFICATIONS

TikTok Media Buying Certificate (2025)