

Ulrika Brameus

[(469) 422-9404] Ulrika.s.brameus@gmail.com | [LinkedIn](#) | [Portfolio](#)

Strategy and consumer insights professional with experience designing and synthesizing quantitative and qualitative research, cultural analysis, social listening, and behavioral performance data to understand audience motivations and inform brand, content, creative, and marketing decisions. Background includes research and strategy leadership across entertainment, fashion, wellness, beverage, sports, and consumer brands, with experience translating complex findings into clear narratives and recommendations for senior stakeholders.

CORE CAPABILITIES

Consumer & Cultural Insights | Brand & Audience Strategy | Qualitative & Quantitative Research | Social Listening | Strategic Storytelling | Cross-Functional Leadership | Performance Analytics | Test-and-Learn Planning

PROFESSIONAL EXPERIENCE

Zenith / Publicis Media, New York, NY — Campaign Manager, Paid Social

Apr 2026–Present

- Lead paid social strategy and campaign management for H&M across TikTok and Pinterest, translating consumer, category, creative, and performance signals into weekly recommendations for brand and channel teams.
- Develop audience, campaign, and testing strategies across commerce and full-funnel initiatives, connecting platform behavior with broader business goals, product priorities, and seasonal moments.
- Synthesize performance trends into concise executive-ready narratives, identifying drivers of growth, efficiency, creative response, and opportunities for future investment.
- Coordinate with client, creative, analytics, platform, and regional stakeholders to align campaign plans, measurement, budgets, and activation timelines across markets.

MRM /Critical Mass, New York, NY — Media Buyer/ Paid Media Strategist

Jan 2025– Apr 2026

- Developed paid social and audience strategies for consumer and B2B brands including Sparkling Ice, Popwell, Dr. Teal's, Bodycology, Cantu, Bobcat, U.S. Soccer, and Valero across Meta, TikTok, Pinterest, Snap, Reddit, and LinkedIn.
- Built annual, quarterly, and campaign-level media plans, defining platform roles, audiences, budgets, flighting, forecasts, and test-and-learn priorities against brand and performance objectives.
- Analyzed campaign, audience, and creative performance to surface actionable insights, guide budget allocation, improve messaging, and inform future channel strategy.
- Partnered with planning, creative, analytics, influencer, and platform teams to connect paid media recommendations to broader campaign and business objectives.

MRM, New York, NY —Assistant Media Buyer, Paid Social

July 2024–Jan 2025

- Supported audience, platform, category, and competitive research for clients across beverage, CPG, sports, financial services, industrial, and technology sectors.
- Managed pacing, delivery, financial tracking, and performance reporting across complex multi-platform campaigns, building tools and workflows that improved budget visibility and cross-team communication.
- Monitored campaign outcomes and implemented optimizations across CPM, CTR, VCR, site traffic, and conversion metrics while maintaining accurate setup, tracking, and reconciliation.

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

Aug 2022– Present

- Managed organic and paid social strategy for multiple studio locations, using local consumer behavior and performance trends to shape content, promotions, influencer partnerships, and community outreach.
- Strengthened acquisition and retention efforts through campaign reporting, audience engagement, and messaging optimization tied to studio business goals.

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)

- Oversaw primary and secondary research programs across 15 client accounts, reviewing research objectives, survey and interview guides, findings, creative briefs, and senior-facing recommendations.
- Coached strategists on research design, insight development, and translating consumer findings into clear strategic narratives for creative and client teams.

Boston University AdLab, Boston, MA—Strategist

Jan 2023–May 2023

- Designed and executed mixed-method consumer research, including a 20-question survey, eight in-depth interviews, social listening, and secondary research, to understand audience behaviors, motivations, and media preferences.
- Developed survey instruments and interview guides, conducted participant interviews, synthesized qualitative and quantitative findings, and translated insights into brand, messaging, and content recommendations.
- Built narrative-driven research reports connecting consumer attitudes, cultural trends, purchase behavior, and media usage to strategic recommendations for clients

EDUCATION

Boston University, Boston, MA BS Advertising, BA Political Science

TOOLS AND METHODS

- **Research & Insights:** Survey and focus group research, social listening, competitive analysis, cultural trend analysis, brand audits, consumer segmentation, creative briefing, Google Trends, Mintel, Nielsen
- **Analytics & Activation:** Excel, TikTok Business Center, Meta Business Manager, Pinterest Ads Manager, LinkedIn Campaign Manager, Reddit Ads Manager, Snapchat Ads Manager, Sprout Social

ADDITIONAL EXPERIENCE

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

Jun 2023–Apr 2024

- Conducted social listening and community management, identifying real-time insights to inform brand and campaign strategy
- Developed influencer evaluation frameworks based on audience alignment, performance metrics, and brand fit
- Partnered with strategy and creative teams to translate insights into campaign recommendations and executions.

National Partnership for Women & Families, Remote – Communications Intern

Oct 2022–Dec 2022

- Researched legislative and cultural issues, monitored media coverage, and developed social, blog, and press content supporting health and economic justice initiatives.

Seven Letter, Boston, MA – Communications Intern

Jun 2022–Aug 2022

- Supported communications strategy, media research, press materials, and client presentations across six accounts.