

SHARMAINE CARTER

Brand & Marketing Strategy Leader

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SUMMARY

Brand and marketing strategy leader with 15+ years setting strategic and creative direction across consumer, technology and global enterprise brands. Built an early foundation in customer and go-to-market strategy before taking on greater ownership of brand and creative direction at Toyota and Wawa, including formally leading a five-person team. Today, leads content and creative strategy across Accenture and Avanade, where the work has expanded to enterprise transformation and strategic counsel to CMO-level leaders. Also advancing AI-enabled innovation in how marketing teams work and scale.

PROFESSIONAL EXPERIENCE

Global Content & Creative Strategy Lead | Accenture

Sep 2022 – Present

Content and brand strategy across Accenture and Avanade

- Diagnosed an inefficient, high-volume publishing model at Avanade and rebuilt it around a focused content and brand strategy, reducing output 50% while increasing engagement 30%.
- Advised CMO-level leadership on high-stakes channel strategy — recommending against launching an additional standalone social channel and using evidence to guide the consolidation of Avanade's social channels — both adopted by leadership.
- Led social strategy for Accenture at Mobile World Congress, activating 18 executives across 40+ pieces of content that generated 12,000+ engagements and 8,700+ clicks, including a LinkedIn post developed for Accenture's CEO following her keynote.
- Directed creative strategy and agency partnership with Accenture Song, writing briefs, setting creative direction, and approving campaign work — including full creative ownership of Accenture's CES content program, a social-first executive storytelling format built around on-camera leader interviews that drove a 162% increase in engagement.
- Designed and piloted an AI agent that turns executive stakeholders' priorities, voice, and topic into stronger first-draft content, tested with CES stakeholders as a scalable model for executive content development.
- Lead the day-to-day development of three junior team members across Accenture and Avanade, guiding priorities, reviewing work, and providing ongoing coaching, training, and strategic direction.

Associate Director, Content & Social Strategy | Bounteous

Jun 2021 – Jul 2022

- Redefined Wawa's brand voice, visual identity, and cultural strategy to build lasting relevance with Gen Z audiences, grounding the work in platform analytics, audience data, competitive and third-party research, and social listening, then partnering with the Art Director on the resulting look, feel, and photography — contributing to 30% growth in Wawa's Gen Z following.
- Conceived the creative direction and led the integrated launch campaign for Wawa's seasonal Oat Milk Refreshers, pairing a new Gen Z-focused creative vision with a Valentine's Day cultural moment across original content, branded merchandise, a fan giveaway, and a creator strategy incorporating UGC.
- Formally managed and developed a five-person team on the Wawa account — participating in hiring, training two new team members, establishing team KPIs, and providing day-to-day creative direction and coaching.

Digital Strategist | McAfee

Jun 2020 – Jun 2021

- Built a LinkedIn retargeting strategy using email audience lists, audience segmentation, and Insight Tag data — tracked through Google Analytics and UTM campaign links and refined through A/B testing of ad messaging — doubling click-through rate and increasing qualified career-site traffic 15%.

Social & Brand Content Strategist | Toyota North America (via Fanology) Aug 2017 – Oct 2019

- Directed the strategic and creative vision behind Toyota's One Million Fans campaign, managing agency and production partners to turn thousands of customer-submitted photos into a fan-wrapped vehicle and branded road-trip experience featured across Toyota's auto-show circuit.
- Built social strategy and audience engagement across Toyota's presence at major sports and music properties — including the Olympics, Super Bowl, Dew Tour, Lollapalooza, and Life Is Beautiful — informed by a personally built weekly cultural-trend-monitoring practice that surfaced brand-participation opportunities leadership acted on.
- Used fan and community insight surfaced through social listening to help shape the creation of Toyota Owners' Stories, then led the editorial direction of the resulting eight-part branded video series, achieving an 8% engagement rate that exceeded organic benchmarks.

Content Marketing Strategist (SaaS) | Multibrain

Sep 2014 – Mar 2017

- Owned positioning, messaging, and go-to-market strategy for Multibrain's new direct-to-consumer product — translating customer needs into value propositions, launch content, and sales materials that increased demo sign-ups 33%.
- Conducted hands-on qualitative research with a ~20-person trial-user group as part of Multibrain's DTC beta — meeting with users weekly, gathering feedback, and testing messaging — contributing to the company's highest-performing beta program and 90% customer retention.
- Led the redesign of Multibrain's digital onboarding journey for trial members — mapping the customer journey, testing messaging, and rebuilding automated email and in-app engagement — reducing trial-member drop-off 28%.

EDUCATION

The University of Texas at Austin — B.S. in Advertising, Honors (2007–2011)

CORE COMPETENCIES

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| ▪ Brand Strategy & Positioning | ▪ Marketing Strategy & Transformation | ▪ Executive & Stakeholder Influence |
| ▪ Consumer & Audience Insight | ▪ B2B & Enterprise Marketing | ▪ Creative & Agency Leadership |
| ▪ Team Leadership & Development | ▪ Integrated & Cross-Functional Marketing | ▪ AI-Enabled Marketing |
| ▪ Cultural & Trend Intelligence | ▪ Go-to-Market Strategy | ▪ Data-Informed Decision Making |