

CORY BRINSON

SVP, Brand Planning Director □ Brand & Integrated Marketing Strategy

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SUMMARY

Brand strategy leader with 12+ years building planning organizations and the work they produce, across CPG, pet, retail, restaurant, financial services, entertainment, and Fortune 100 B2B. Employee #3 in EP+Co's planning department and second to the Chief Strategy Officer through its growth into a 20+ person brand and connections planning organization. Oversees half the agency's client roster and \$8.25M in 2026 revenue; grew John Deere from a \$3.4M account to \$8M+ as agency of record across three verticals. Author of LinkedIn's first global social media strategy. Builds AI tools that strip time out of the planning process and redeploy it into human thinking.

EXPERIENCE

SVP, Brand Planning Director

EP+Co | January 2024 – Present | Remote

- Oversee half of the agency's client roster across two pods, carrying responsibility for \$8.25M in 2026 revenue.
- Drove \$2M+ in new business year to date, winning Darden Restaurant Group (Yard House) and expanding scope with Post Consumer Brands across Rachael Ray Nutrish, Kibbles 'n Bits, and Nature's Recipe.
- Lead a 20+ person brand and connections planning organization (grown from four over tenure at the agency) and own its frameworks, briefing standards, and talent bench.
- Launched a new multi-channel creative platform and campaign for Planet Oat that drove 17.4% YoY growth in household penetration.
- Led research, planning, and strategic concepting for a new Havertys Furniture campaign delivering a 10.2% lift in traffic YoY, a 108% lift in ad favorability, and a 298% lift in ad recall.
- **Brand portfolio:** Fruity Pebbles, Kibbles 'n Bits, Rachael Ray Nutrish, Nature's Recipe, Yard House, Planet Oat, Synchrony Financial, Michelin North America.

Associate Director, Creative Strategy

Chewy | June 2023 – January 2024 | Boston, MA

- Recruited to establish and lead the creative strategy discipline inside Chewy's in-house brand and creative organization, with an emphasis on product marketing.
- Built the function from zero, introducing messaging hierarchy, campaign architecture, and briefing standards through a program of strategic workshops.

VP, Brand Planning Director

EP+Co | March 2020 – January 2023 | Greenville, SC

- Grew John Deere from a \$3.4M account to over \$8M annually, winning agency-of-record status for Deere's B2C vertical, construction vertical, and the John Deere masterbrand.
- Named a 2022 Effie finalist for John Deere's "Run With Us" campaign in the competitive Agriculture and Construction categories.
- Led an 8-person brand and connections planning team across a multi-industry account portfolio.
- **Brand portfolio:** John Deere (Brand, B2C, Construction), Newell Brands (FoodSaver, Rubbermaid, Sistema, Coleman), Bojangles', Michelin North America.

Brand Planning Director

EP+Co | August 2018 – March 2020 | Greenville, SC

- Authored LinkedIn's first global social media strategy as social agency of record (2018 to 2021), setting engagement and performance records across every LinkedIn social channel each year from 2018 to 2020.

- Launched 8 social campaigns for 20th Century Fox features including Bohemian Rhapsody, Ad Astra, The New Mutants, and the Shorty Award-winning campaign for Deadpool 2.
- Led creative strategy for ESPN's College GameDay, evolving the social content approach for the 2019 and 2020 seasons and delivering GameDay's most-viewed season in five years.

Senior Brand Planner

EP+Co | August 2016 – August 2018 | Greenville, SC

- Developed a modern social media strategy for The UPS Store that lifted impressions 300% and engagements 50% YoY for three consecutive years.
- Set the record for the most-engaged brand tweet of all time for Denny's, with 7.8M+ impressions and 500K+ engagements.
- Led brand planning for Lowe's Home Improvement, including the launch of Craftsman in Lowe's and a March Madness campaign with Villanova's Jay Wright.

Associate Director, Strategy & Insights

BFG Communications | March 2014 – August 2016 | Hilton Head Island, SC

- Partnered with BFG's Chief Strategy Officer to implement and scale agency research, positioning, activation, and measurement methodology, contributing to 8 new business wins in an 8-month period.
- Built buyer personas from ethnographic research, quantitative studies, and social behavioral data across 10+ brands in the Campari and Trinchero portfolios.

AI-ENABLED PLANNING

- Build internal AI tools that take the mechanical work out of planning (desk research, competitive landscaping, trend mapping) and redeploy the recovered time into human rigor on the problems that actually need a strategist.
- Designed and shipped a 5C's research engine that runs live web research against a brand brief and returns structured findings, charts, and pitch-ready decks.
- Built a cultural moments calendar of 1,100+ events with AI-generated thematic search and deck export, used by the connections planning team for annual and campaign planning.
- Developed AI-assisted briefing tools that codify the agency's brief standards and hold consistency across a 20+ person planning organization.

AWARDS & RECOGNITION

- **Effie Awards:** 2022 Finalist, John Deere "Run With Us" (Agriculture & Construction).
- **Shorty Awards:** Deadpool 2; Denny's (Best Twitter Account); The UPS Store (Best Twitter Video). Also Webby, The One Show, ADDY, and Mashie Awards for Denny's.

SKILLS

- **Brand Strategy:** Brand positioning and messaging, integrated marketing strategy, go-to-market planning, campaign architecture, creative brief writing, social and content strategy.
- **Research & Insights:** Consumer research, cultural insight gathering, syndicated research (MRI, Nielsen), social listening (Helixa, Brandwatch), trend analysis, A/B testing and performance optimization.
- **AI & Tools:** Claude, ChatGPT, Gemini, Midjourney, Runway; Adobe Creative Suite, Google Workspace, Microsoft Office.

EDUCATION

Bachelor of Science, Business Education *University of Georgia, Athens, GA | 2007*