Cecelia Parrish (CBM, 2015)  
Strategic Planner / The Martin Agency

If you ever find yourself out to dinner with Cecelia, there are two things you need to know: 1.) she’s a twin and 2.) kale is her “thing.” Which begs the question: “If Cecelia eats kale, does her twin know?”

Cecelia will be the first to admit that her curiosity has been both her best friend and her occasional foe. On the friend side, what trait could be better for someone whose job is to channel a passion and energy for uncovering consumer insights, analyzing data, creating consumer personas, conducting social scours, writing creative briefs and developing user experiences? As a foe, well, you know what they say about curiosity and cats.

Having done strategic work at The Martin Agency and at Deeplocal, Cecelia’s brand experience portfolio includes Land O’Lakes, Purina, Kozy Shack, Hanes, ABC Family (Freeform), Netflix, Nike, Spotify and Google.

And does her work, work? Well, she won a Shorty Award for most creative use of technology, an Ad Age Digital Campaign of the Year Silver Award, a One Show Bronze Pencil for “Interactive Innovation in Online Advertising,” American Advertising Awards “Set of Show” and the “Best Use of Guerrilla Marketing” from the Ex Awards — all in the same year.

Topic / Sorry, I wasn’t listening. What’d you say?

Descriptor / From clients to consumers to teammates and even ourselves, attention is in short supply these days and we have to work harder than ever to capture it. That means that everything from emails to research to briefs to creative deliverables have to be created in ways that grab people’s attention and makes them stop. We have to tell stories in new ways, use new mediums and formats and be where people’s attention is in order to win in this multiscreening, multitasking world.