

# Shamara Carney

Head of Brand at Altro





## **Career Journey**

### **Internship & Research Positions**

**Jan 2017 - Mar 2017**

First brand position as ambassador @ The Catch

**Mar 2017 - Sep 2017**

Started my first startup marketing experience @ Cleverific

**Jan 2018 - June 2018**

Dept of Geography & Sustainability (FNBS) Marketing Internship

**June 2017 - June 2018**

Research Assistant w/ Professor Jennifer Gibbs

**Aug 2018 - May 2020**

Masters in Strategic PR @ USC

**Sep 2018 - Mar 2019**

USC Athletics - Sports PR position

## Career Journey

### FT Positions

**Mar 2019 - Aug 2019**

Lagrant Communications - Corporate multicultural PR

\*\*\* Started Mara Media LLC to do contract work on the side \*\*\*

**Sep 2019 - Nov 2019**

Social Media Consultant @ Helpr App

**Sep 2019 - Apr 2020**

Publicist @ Sechel PR - Entertainment Agency

**Dec 2019 - Apr 2020**

PR Consultant @ Altro

**Apr 2020 - Nov 2022**

Director of PR & Communications @ Altro

**Nov 2022 - present**

Head of Brand @ Altro

## My Grad School Experience

- University: USC
  - School: Annenberg School for Communication and Journalism
- Program: Strategic Public Relations (now called Public Relations & Advertising)
- Length : 2 years Full time
  - (9 Units per semester aka 3 classes)
- Pros
  - Adjunct professors - deeply connected in various industries (mostly currently executives at top agencies, tv networks, etc.)
  - On campus resources & network (a classmate referred me to my current boss)
  - Resume boost
  - Courses are very applicable, builds your portfolio
- Cons
  - \$\$\$\$\$\$\$\$\$\$\$\$\$\$



# What is Branding?

“Branding is the process of giving meaning to a company”

## 1. Brand Definition

- Mission
- Vision
- Values

## 2. Brand Identity

- Verbal ID (tone of voice)
- Visual ID ( logo design, color palette, typographies, etc.)
- Ads (Website, mobile,TV, Mags, OOH,)
- PR & Marketing

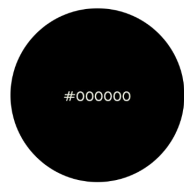
## 3. Brand Experience

- UI & UX
- Customer Service
- Pricing
- Product or Packaging Design

**The Altro Brand**

## Visual ID

# ALTRO



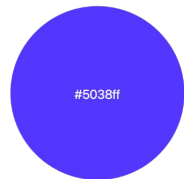
#000000

**Black**  
Primary



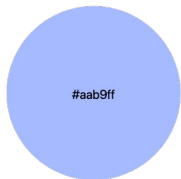
#edefe1

**Off-White**  
Primary



#5038ff

**Deep Blue**  
Primary



#aab9ff

**Periwinkle**  
Primary

#ffffa0



#ffff00

#b0a600

**Yellows**  
Secondary



#ff8b7



#ff4600

#a80700

**Oranges**  
Secondary

## Ad Expressions





# Verbal ID

Establish a guide to unify and amplify our brand voice in the written word across all touch points.

- Descriptions
  - Altro is bringing financial power to all. Get and build credit with the free Altro App and make every payment count.
- Tone
  - Pillars - B.R.A.V.E.
    - Be bold, relatable, Accountable, Valuable, Empowering
  - Our Voice
    - Passionate and strong
    - Straightforward, clear and real
    - Speaking with emotion
    - Beacon of positivity
  - “We see you, we are with you.”
- Use More / Use Less
  - Use more - Unseen and uncounted & use less - Minorities and credit invisible
- Brand Line & Social Lines
- Key Expressions - Web, Social
- Product Content

## **My Top Learnings**

1. **Build GENUINE relationships**
2. **Show AND Tell – results matter!**
3. **Know when to ask for help**

# Resources

- Books
  - *Discipline is Destiny* by Ryan Holiday
  - *Radical Candor* by Kim Scott
  - *Copyediting with an Attitude* by Freddy Tran Nager
- Grad School Resources
  - IG influencer & former Gaucho :)
    - @brittneyxedu
  - Websites
    - <https://first-gen-guide.com/resources/>
    - <https://gradresources.org/>
- PR Resources
  - Google Search Console & Google Trends & Google
  - HARO - Help a Reporter Out
  - [5 Secrets for Doing your Own PR](#)
  - Today Explained podcast by Vox
- Digital Marketing Resources
  - [Figma](#) - for design & especially good for collaborating
  - [Canva](#) - simple social media content creation and planning
  - [Notion](#) - organizing and documenting all processes
  - [Mural](#) - roadmap planning