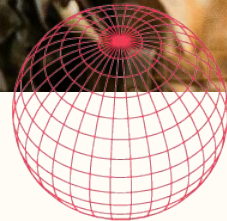




ITERABLE + **SANDBOXX**



# Master Storytelling to Transform Data, Brand, and Your Career

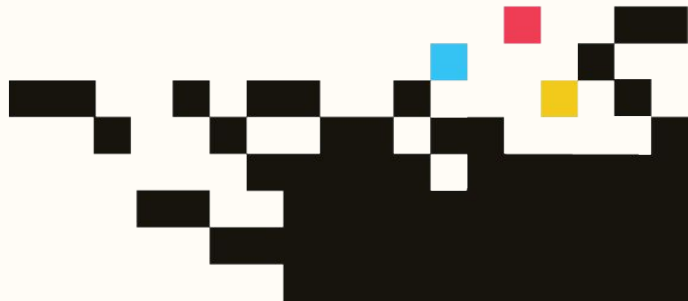
Jeremiah Runser | *Head of Marketing, Sandboxx*



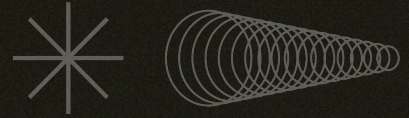
# Jeremiah Runser

Head of Marketing

**SANDBOXX**







**THE IMPORTANCE OF  
STORIES**  
(A BRIEF HISTORY)



**STORYTELLING IN DATA**



**STORYTELLING IN BRAND**



**STORYTELLING IN CAREER**



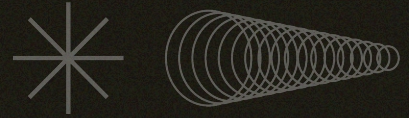





2018  
MG Keith L. Ware Communication Competition  
John T. Anderson  
Military Videographer of the Year  
SSG Jeremiah Runser  
HQ, Indiana National Guard

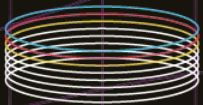


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Storytelling is **knowing your ending**. It's knowing that everything you're saying from the first sentence to the last is **leading to a singular goal**.







WIRED FOR WORDS

**Our brains love narratives.**



## Story



Information is recalled when  
shared in story form.

London School of Business

## Raw Data



vs. information conveyed  
through statistics alone.

London School of Business





STORIES > STATISTICS

**Stories are far more powerful  
than statistics.**





EMOTIONAL ENGAGEMENT

**Facts *tell*, but stories *sell*.**







**So, it all comes down to one thing.**  
**Emotional Investment.**






**“People don’t buy the  
products you create, they  
buy the stories you tell.”**

SETH GODIN







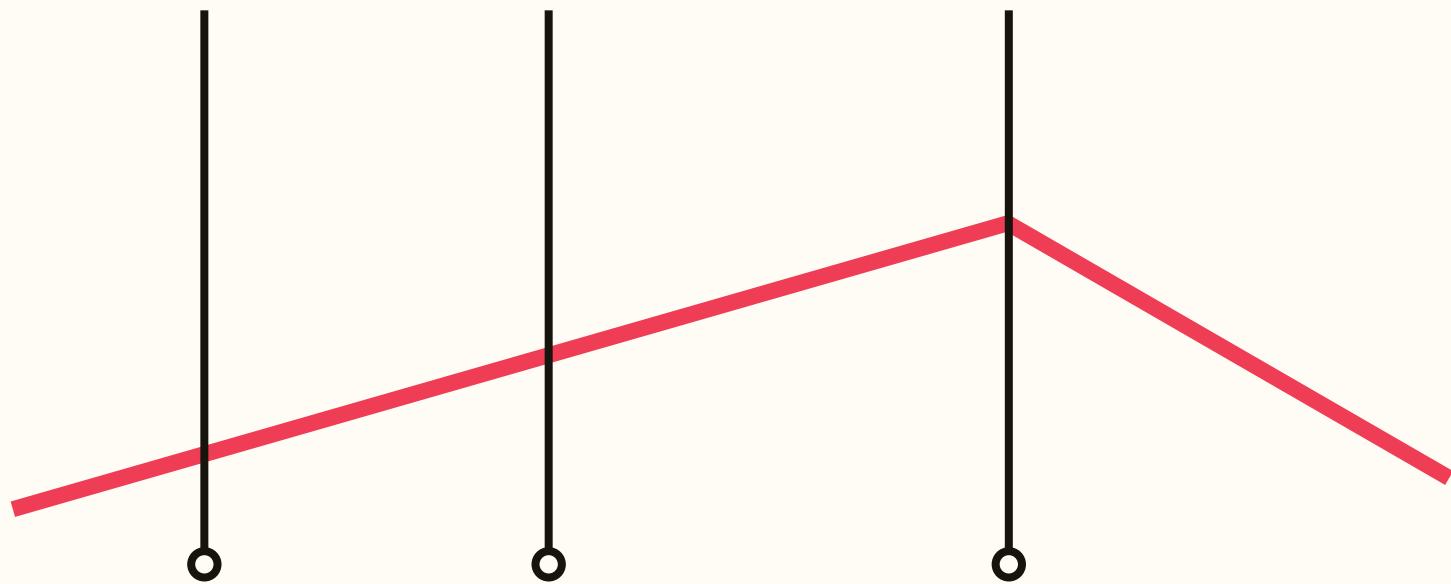
**We all seek to experience life in  
heroic terms.**





**What makes a good story?**





**Act I: Setup**

**Act II: Confrontation**

**Act III: Resolution**



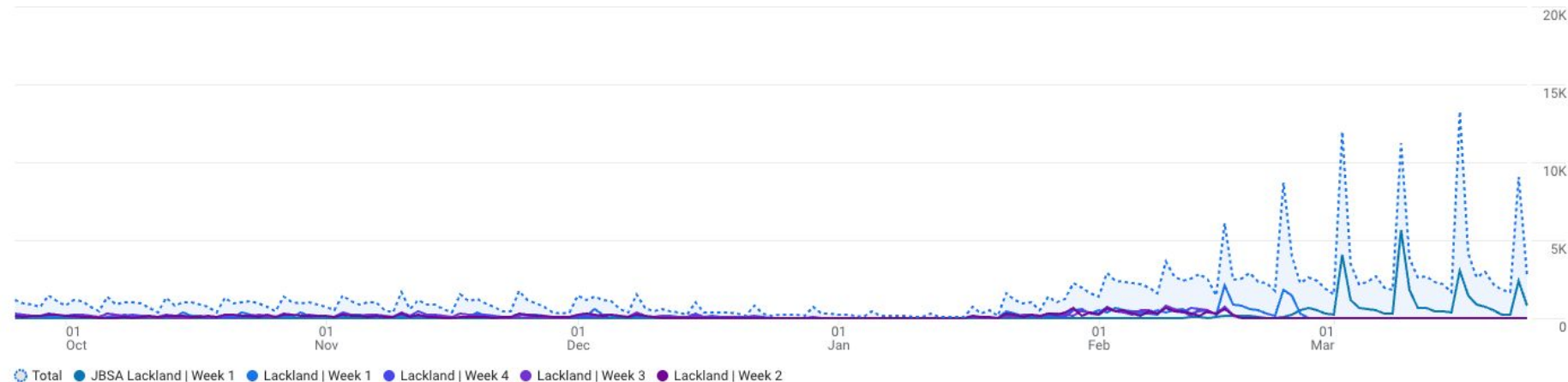


# **The Role of Storytelling in Data, Brand, and Career**



# Weekly Training Updates Growth

Views by Page title and screen class over time



# Not Briefing at BMT

Total		71,495 100% of total
1	Lackland   Week 4	12,105 (16.93%)
2	Lackland   Week 5	10,990 (15.37%)
3	Lackland   Week 6	10,836 (15.16%)
4	Lackland   Week 3	10,073 (14.09%)
5	Lackland   Week 7	10,005 (13.99%)
6	Lackland   Week 2	8,764 (12.26%)
7	Lackland   Week 1	8,722 (12.2%)

# Briefing at BMT

Total		190,881 100% of total
1	JBSA Lackland   Week 1	31,213 (16.35%)
2	Lackland   Week 1	18,908 (9.91%)
3	JBSA Lackland   Week 2	17,778 (9.31%)
4	JBSA Lackland   Week 4	15,645 (8.2%)
5	JBSA Lackland   Week 3	14,859 (7.78%)
6	Lackland   Week 4	10,334 (5.41%)
7	Lackland   Week 2	9,941 (5.21%)



The image features three Yeti products: a red soft cooler bag on the left, a green hard cooler in the center, and a grey insulated cup on the right. They are set against a background of green grass and autumn leaves. A large yellow pixelated graphic is in the top right corner, and a yellow 'X+X+' symbol is in the bottom right corner.

**It's Not a Cooler, it's the  
Promise of Adventure.**



YETI Presents:

**Sam**





“

*“Don’t worry about showing the product or mentioning it. These [films] aren’t loose metaphors about durability or ice retention. Let’s keep these pure.”*

**Roy Seiders**

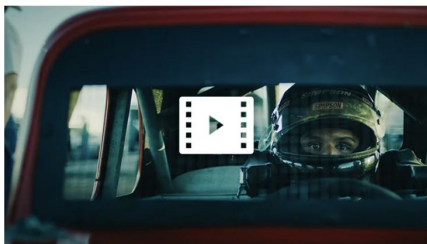
Yeti Founder & CEO

Keep it REAL





# YETI<sup>®</sup> PRESENTS

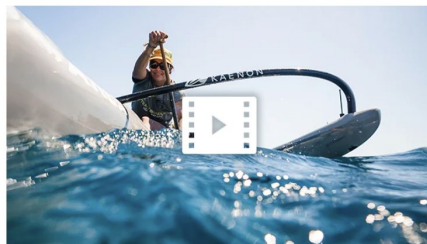


## A Prayer for Joshua Jackson

Race car driver Joshua Jackson went through something that would break even the toughest of souls, and somehow came out even more determined on the other side.

**Featuring:** Joshua Jackson

**Run time:** 22 minutes



## Lean Against the Wind

Conquering a 45 mile stretch of stacked waves, crashing currents, and blistering winds – 13 times with just a paddle in hand – is just one way Lauren Spalding is considered a champ.

**Featuring:** Lauren Spalding, Mike Spalding

**Run time:** 12 minutes



# Why Career Storytelling Matters



**Builds Authentic  
Personal Brand**



**Demonstrates  
Growth & Resilience**



**Creates Competitive  
Advantage**



# **HOT TAKE**

No one wants to hear you read your resume back to them in an interview. **Tell them WHO YOU ARE.**







# The 3-Act Approach

## **Act I (Setup):**

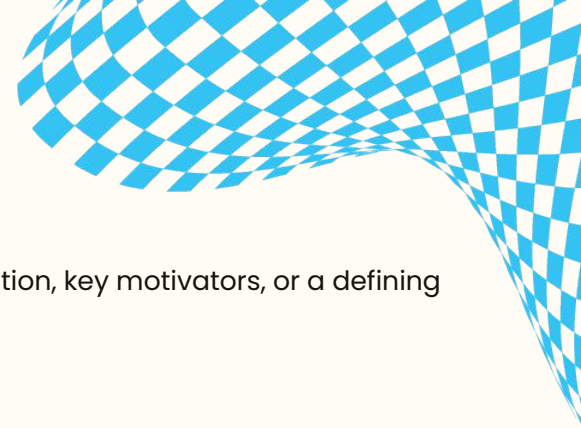
Introduce your background—education, key motivators, or a defining early experience.

## **Act II (Confrontation):**

Highlight challenges, turning points, or obstacles you had to overcome.

## **Act III (Resolution):**

Share the outcome, key lessons learned, and how these shaped your current goals.





## Crafting Your Career Narrative

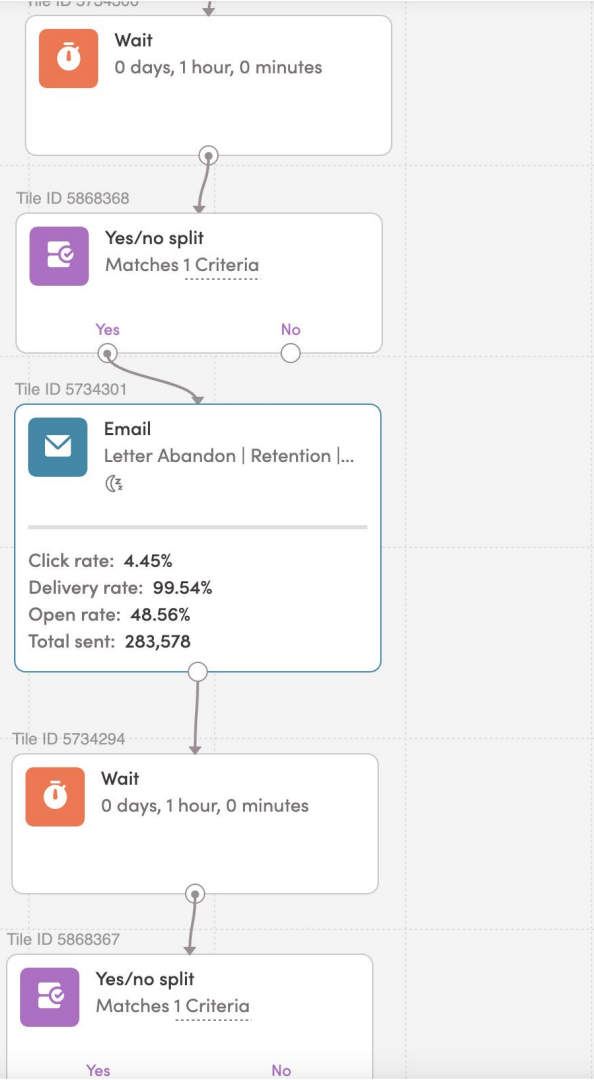
"Over the past decade, I've evolved from a Marketing Coordinator at SeatGeek into a data-driven Director of Lifecycle Marketing at Facebook. Along the way, I've learned to love and leverage data.

Early on at SeatGeek, I noticed a 35% jump in click-through rates by segmenting new vs. returning customers—and that opened my eyes to the power of tailored campaigns and ignited my passion for deeper metrics and customer experiences.

My biggest challenge was a cross-department platform integration on a tight budget, but by leading a small, agile team to unify data flows, we cut churn by 15%. This reinforced my belief that balanced data insights drive lasting customer relationships.

Now, this has prepared me to bring a blend of data-savvy strategy and empathetic communication to Iterable, and I'm excited to share what I've learned over ten years of solving problems and championing customer experiences."





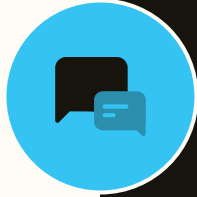
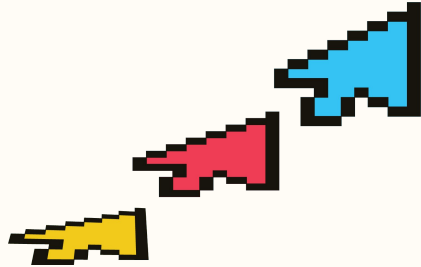
## Crafting a Project Narrative

“Our mission at Sandboxx is to connect military families with their recruits—sending more than a million letters annually. Sustaining these relationships is both crucial and challenging, with about 30% of our users churning after sending their first letter.

Early issues like pricing and confusion often overwhelm new users, leading to a high churn rate. This not only affects our revenue but also our potential for long-term engagement which is crucial for retention and referrals.

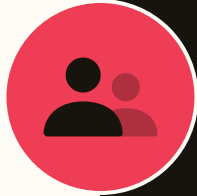
To combat this, I led a win-back campaign in 2024 that successfully cut our churn rate from 30% to 15% within six months by addressing their initial concerns with a compelling value proposition.

This improvement in user retention increased our customer lifetime value, enhanced our referral program and equipped me to further refine our strategies to ensure we maintain lasting connections with military families.”



## **1. Embrace a Narrative Mindset**

Data alone rarely inspires action; weave in context, conflict, and resolution to bring numbers to life.



## **2. Stay Authentic and Human**

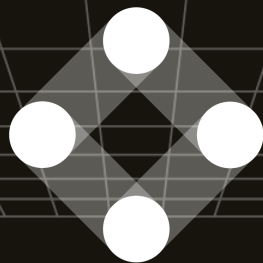
Use real examples, personal anecdotes, and genuine empathy to connect on a deeper level.



## **3. Practice Makes Powerful**

Storytelling is a skill—refine your approach through feedback, iteration, and consistent application.





**ITERABLE**



**Questions?**

# ***WE'D LOVE YOUR FEEDBACK***

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

## **BONUS**

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE  
AVAILABLE ON APRIL 10TH!**