

# ANH D. NGUYEN

## SAY HI!

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## SKILLS

### Marketing

Consumer & Market Research  
Branding / Brand Design  
Trend Watching  
Social Listening  
Design Thinking  
Consumer Segmentation  
Strategy & Persona Development  
Social Media

### Functional

Project Management  
Cross-Functional Collaboration  
Qualitative & Quantitative Research  
Data Analytics & Insight Mining

### Programs

Google G-Suite  
Adobe Creative Suite  
Illustrator, Photoshop, & InDesign  
Microsoft Office  
Word, Excel, & PowerPoint  
Facebook Ads Manager  
Mailchimp  
Mintel  
Crimson Hexagon  
WARC

## ASK ME ABOUT MY...

- 👉 Tattoo bucket list
- 🌱 Growing houseplant collection
- 🍿 Love for "good" bad movies
- 📷 Favorite concert I've shot

## WORK EXPERIENCE

- BrandPlanet**, Marketing Intern      Dec 2021 – March 2022  
A 20 year consultancy that focuses on brand development and advertising.
- Refreshed brand identity messaging to captivate identified target audiences by editing website copy, resulting in consistent messaging and brand awareness to increase organic lead generation.
  - Managed account-based administration including: meeting agendas, meeting notes, and tracking cross-collaborative team projects to completion to support senior management.
  - Crafted strategic recommendations that leveraged competitive analysis used to identify common themes within multiple industries.

- Dent Education**, Freelance Brand Strategist      Jan 2021 – April 2021  
A non-profit that empowers youth to discover and develop their innate creative potential.
- Conducted and designed qualitative and quantitative research methodologies to identify target audiences, define personas, and develop insight-driven strategic recommendations.
  - Analyzed data findings from 200 survey results to garner trends and insights to drive brand awareness and engagement, resulting in defining tactical recommendations for audience segmentations.
  - Produced creative deliverables and presentation slides using Adobe Illustrator and Keynote in addition to utilizing public speaking skills to present social media outreach findings and recommendations.
  - Collaborated with executive leadership and students, applying strong interpersonal communication skills to discern viable growth opportunities within the company.

- The Carriage House**, Account Manager      May 2020 – Aug 2020  
A full-service creative co-op of emerging talent from one of the country's top ad schools.
- Spearheaded initial research phases to gain core competency on various industries, competition, and market trends to guide strategic direction for creative deliverables.
  - Created scope of work, briefing documents, and project management timelines to lead teams to use constrained time effectively to stay on task without expending limited resources.
  - Utilized project management and communication software to increase communication and problem-solving between cross-functional teams of 6, clients, and management across 3 projects.

## EDUCATION

**VCU Brandcenter**      May 2021  
M.S. in Business/Branding  
Concentration: Creative Brand Management

**Virginia Commonwealth University**      May 2018  
B.S. in Psychology | *Cum Laude*  
Double Major: Criminal Justice | Minor: Media Studies