

ANH D. NGUYEN

SAY HI!

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📞 571-337-9405

SKILLS

Brand Strategy & Positioning
Critical & Creative Thinking
Teamwork & Cross-collaboration
Qualitative & Quantitative Research
Focus Groups & Surveys
Data Analytics
Google G-Suite
Adobe Creative Suite
Keynote / Deck Design
Microsoft Office

RELATED COURSEWORK

Research Methodologies
Brand Experiences
Brand Analytics
Strategic Thinking
Brand Design

ASK ME ABOUT MY...

Favorite concert I've shot
Growing houseplant collection
Tattoo bucket list
Love for "good" bad movies
Fascination with *Bufo alvarius*

EDUCATION

VCU Brandcenter – May 2021

M.S. in Business/Branding

Concentration: Creative Brand Management

The Brandcenter's Creative Brand Management track focuses on the core fundamentals of an MBA curriculum with an additional emphasis on creativity and collaboration. The program is centered on branding, insight-driven strategy, and the application of creativity in business.

Virginia Commonwealth University – May 2018

B.S. in Psychology | *Cum Laude*

Double Major: Criminal Justice

Minor: Media Studies

WORK EXPERIENCE

Dent Education, Freelance Strategist

January 2021 – April 2021

- Developed brand and communication strategy centered around the experiences and voices of Dent's students
- Conducted surveys, interviews, and competitive analysis to identify target audiences
- Utilized data analysis to gather consumer insights to drive consumer awareness and engagement

The Carriage House, Account Manager, *Founding Member*

June 2020 – August 2020

- Served as liaison between CH partners, CH Council, and teams on three projects
- Led cross-functional teams through meetings and utilized communication skills to keep teams on established timeline
- Ensured teams' work met or exceeded CH partners' standards, was presented in a professional manner, and was delivered in a timely fashion

Meyta Firm, Account Manager

January 2018 – March 2018

Meyta Firm was a sales and marketing firm based in Richmond, Virginia that focused on generating viable growth to our clients in the telecommunications industry.

- Acquired new customers in a one-on-one sales environment
- Built and developed consistent customer retention through providing personalized product guidance, resolving issues, and following up on purchases