


ANH D. NGUYEN

SAY HI!

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WORK EXPERIENCE

BrandPlanet, Marketing Intern

December 2021 – March 2022

- Conducted competitive analysis and analyzed secondary sources to identify common themes among findings to craft strategic recommendations and guide creative work for a variety of campaign projects, as needed.
- Assisted with writing copy to refresh brand identity messaging to captivate identified target audiences resulting in consistent messaging and brand awareness to increase lead generation.
- Tracked 8 projects to 100% completion on time and within budget by developing thorough project management templates and tasks for staff.

Dent Education, Freelance Brand Strategist

January 2021 – April 2021

- Gathered data by designing and conducting qualitative and quantitative research methodologies such as surveys (n=200), interviews, focus groups, and competitive analysis to identify target audiences, create personas, and shape strategic recommendations.
- Consolidated data findings to garner trends and insights to drive awareness and engagement and translate findings into tactical recommendations for audience segmentations.
- Presented findings and recommendations to C-suite to explain strategy and make recommendations on social media outreach, resulting in the client using 67% of recommendations presented.

The Carriage House, Account Manager

June 2020 – August 2020

- Served as liaison between CH partners, CH council, and cross-functional teams across 3 projects to increase communication between groups and ensure projects were completed on or ahead of schedule.
- Created scope of work documents based on CH partners' needs and project management timelines for each project to use constrained time effectively to stay on task without expending limited resources.

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

SKILLS

Marketing: Branding, Consumer & Market Research, Design Thinking, Consumer Segmentation, Personal Development, Social Media

Functional: Critical & Creative Thinking, Cross-Functional Collaboration, Qualitative & Quantitative Research, Data Analytics & Insight Mining, Strategy Development

Tactical: Google G-Suite, Adobe Creative Suite, Microsoft Office, Keynote, Facebook Ads Manager

ASK ME ABOUT MY...

Favorite concert I've shot

Growing houseplant collection

Tattoo bucket list

Love for "good" bad movies