

# ANH D. NGUYEN

## SAY HI!

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## SKILLS

### Marketing

Consumer & Market Research  
Branding / Brand Design  
Design Thinking  
Consumer Segmentation  
Persona Development  
Social Media (Instagram & TikTok)

### Functional

Project Management  
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  
Mailchimp  
Simmons  
WARC  
SPSS

## ASK ME ABOUT MY...

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

## WORK EXPERIENCE

**BrandPlanet**, Marketing Intern

Dec 2021 – March 2022

A 20 year consultancy that focuses on brand development and advertising.

- 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 through developing thorough project management templates and tasks for staff.

**Dent Education**, Freelance Brand Strategist

Jan 2021 – April 2021

A non-profit that empowers under-resourced youth to discover and develop their innate creative potential.

- Conducted and designed qualitative and quantitative research methodologies to identify target audiences, define 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

May 2020 – Aug 2020

A full-service creative co-op of emerging talent from one of the country's top ad schools.

- 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