

ANH D. NGUYEN

BRAND·MANAGER

SAY HI!

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SKILLS

Brand Strategy & Positioning
Critical & Creative Thinking
Teamwork & Collaboration
Qualitative & Quantitative Research
Focus Groups & Surveys
Data Analytics
SPSS
Adobe Creative Suite

RELATED COURSEWORK

Strategic Thinking
Business of Branding
Brand Analytics
Brand Design
Research Methodologies

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

Mongrel, Sales Associate
June 2018 – January 2019

- Understood consumer behaviors and needs through building rapport with customers by asking probing questions and utilizing effective listening skills
- Maintained superior visual merchandising standards to maximize selling opportunities
- Increased product awareness by creating social media posts and in-store advertisements

VCU Department of Psychology, Research Assistant
January 2018 – May 2018

- Assisted in conducting experimental sessions examining the effects of nostalgia and social media
- Utilized statistical analysis software to code data collected from administered online survey

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