

VICTORIA NGUYEN

CREATIVE BRAND MANAGER

EDUCATION

MASTER OF SCIENCE IN BUSINESS, CREATIVE BRAND MANAGEMENT

Brandcenter | 2021 - 2023

BACHELOR OF SCIENCE, INFORMATION SYSTEMS

Virginia Commonwealth University | 2017 - 2020

WORK EXPERIENCE

DENTSU CREATIVE, SUMMER 2020

ACCOUNT MANAGEMENT INTERN

Clients: Bravo and SyFy

- Conducted in-depth case studies on both brands, analyzing their positioning and identifying growth opportunities to help inform their strategies.
- Assisted in revising and updating the scope of work for both clients, ensuring that all project deliverables aligned with their business objectives.
- Assisted with client calls by taking detailed notes and sending follow-up emails to ensure all action items were addressed.

KUNG FU TEA, 2019 - CURRENT

SOCIAL MEDIA & STORE MANAGER

- Managed and trained 20+ staff members in various roles including barista, cashier, and kitchen.
- Increased sales by 50% within 6 months of operations through social promotions and Google advertisements.
- Introduced a new inventory strategy that reduced costs by 20%.

TARGET, 2021 - 2023

GUEST ADVOCATE

- Acted as a point of contact and resolved issues or concerns for over 100 guests daily.
- Managed 50+ drive-up and pick-up orders daily, ensuring all orders were fulfilled accurately and on time.

CONTACT

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SKILLS

Brand Strategy and Positioning

Designing and Presenting Client Pitches

Qual and Quant Research

- Creating Surveys
- Conducting Focus Group

Competitive Market Analysis

Cost Analysis/KPI Reporting

Leading Collaborative Teams

Visual Storytelling

TOOLS

Java and HTML5

SQL

Tableau

Talkwalker and Simmons

Adobe Dimensions and Photoshop

I LOVE

Video Games; Switch and PC

Pokemon Cards

Sanrio

Asian-style desserts

Anime