

Brian Nguyen

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EXPERIENCE

Brandcenter at VCU (Richmond, VA)

Aug 2022 - May 2024

Brand Manager Graduate Student

- Oversaw a multidisciplinary team through the workflow until final production, resulting pitch-winning work
- Developed brand strategy and communication strategy for live clients in areas including branding, new product launches, product marketing, and digital marketing
- Analyzed competitive analyses and market research to identify consumer needs and cultural trends to drive strategy and recommendations
- Executed communication and marketing plans to increase brand relevance
- Worked with brands from various industries including fashion, retail, CPG, and QSR

ARGONAUT (San Francisco, CA)

Jun 2023 - Aug 2023

Brand Management Intern

Client: Cricket Wireless

- Collaborated with the Brand and Project Management team to track timelines and project statuses and communicated updates to cross-functional teams
- Managed trafficking across social, digital, and radio to ensure on-time campaign launches
- Assisted with new business pitches by analyzing the client's positioning, competitive analyses and identifying growth opportunities to help inform their strategies
- Managed and collaborated with the intern team to present key insights and strategic concepts to solve for bridging the digital divide with brand initiatives to the agency senior leadership team

The Stepping Stones Group, LLC (Irvine, CA)

Nov 2021 - Mar 2022

Career Services Manager

- Conducted 300+ information phone calls weekly with potential candidates, resulting in consistent data collection to fill in new candidate pipeline
- Responsible for placing 3-5 nurses to various fields schools across the Northern to Central California regions per week, ensuring an effective recruitment process
- Managed 30+ consistent and progressive employee statuses and performances, resulting in great productivity and relations
- Collaborated closely with Account Executives to deliver quality client services and positive relations

Career Services Coordinator

Aug 2021 - Nov 2021

- Connected with 60+ potential candidates daily through phone calls, emails and text messaging to build and maintain a consistent pipeline.
 - Weekly identified 100+ diverse qualified candidates by optimizing hiring platforms such as Indeed and Nexxt to find comprehensive results
 - Conducted daily reports with candidate assessments regarding qualifications, compatibility, and potential to report to the manager
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EDUCATION

VCU Brandcenter

Aug 2022 - May 2024

M.S. Business/Branding, Creative Brand Management

University of California, Riverside

Sept 2017 - Jun 2021

B.A. Economics Administrative Studies, HR Management

SKILLS

Quantitative/Qualitative Research, Market Research/Analysis, Competitive Analysis, Brand Building, Brand Positioning, Brand Strategy, Content Strategy, Comms Planning, Presentation/Pitching, Creative Briefs, RFP Writing, Project Management, Consumer Segmentation, Journey Mapping

TOOLS

Google Suite, Microsoft Suite, Google Analytics, Talkwalker, Canva, SmartSearch, MRI Simmons, Shapr3D, Adobe Creative Cloud

AWARDS

2023 4A's MAIP Fellow

2022 Graduate School Master's Scholarship Recipient at Virginia Commonwealth University