

Alyssa Fea

HUNGRY BRAND ENTHUSIAST

Experience

FOUNDER // TAILORED TRUTH JEWELRY

NOVEMBER 2018 - PRESENT

- ▶ Established brand mission, values, logo, a look-book, tone, and persona.
- ▶ Strategically decided on product, distribution, and budget. Calculated ROI.
- ▶ Manage website, social media, community and promotion. Content creator and insight analyst.
- ▶ Stock inventory and create, hand stamp, wrap, package, and mail each piece of jewelry.



PROFESSIONAL SIDE HUSTLER

MAY 2018 - PRESENT

- ▶ Instacart shopper 10 to 35 hours a week. Requires attention to detail and timeliness.
- ▶ Nanny for three families on a weekly basis. Requires relationship building and patience.
- ▶ Intensely job searching daily. Requires stamina and a positive attitude.



FREELANCE JUNIOR STRATEGIST // VARIOUS AGENCIES

SEPTEMBER - NOVEMBER 2018

- ▶ Completed deep dive competitive analysis on luxury fashion brands and the coffee industry.
- ▶ Recruited, scheduled, and organized international digital focus group.
- ▶ Conducted man on the street and in depth interviews and analyzed results.
- ▶ Created all visual data for client presentation comparing prices of different brand tiers.



CREATIVE BRAND MANAGEMENT MASTER'S STUDENT // VCU BRANDCENTER

AUGUST 2016 - MAY 2018

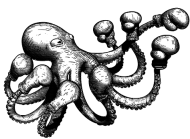
- ▶ Completed a semester-long independent study with Nike to solve a business problem.
- ▶ Took classes focused on business strategy, brand strategy, and project leadership.
- ▶ Worked in five person teams of art directors, strategists, experience designers and copywriters.
- ▶ Managed and lead team's project logistics, including timelines and budgets.



STRATEGY INTERN // MULLENLOWE

JUNE - AUGUST 2017

- ▶ Wrote an Ulta project brief that was shared with the strategy and creative teams.
- ▶ Compiled consumer and industry trends for new business pitches.
- ▶ Conducted interviews, and surveys. Condensed and presented the qual/quant results.
- ▶ Co-authored a Frank About Women white paper that modernized brand archetypes.



Education

MASTER'S OF SCIENCE

VCU BRANDCENTER

AUGUST 2016 - MAY 2018

M.S. in Branding/Advertising

Focus: Creative Brand Management



BACHELOR'S OF SCIENCE

NORTH CAROLINA STATE UNIVERSITY

AUGUST 2011 - MAY 2016

B.S. in Public Relations

Minor in Nonprofit Studies



Skills

- ▶ Creative Problem Solving
- ▶ Cross-Functional Team Building
- ▶ Brand Audits and Positioning
- ▶ Finding True Business Problem
- ▶ Primary and Secondary Research
- ▶ Survey Software/Crimson Hexagon/Simmons
- ▶ Consumer Segmentation
- ▶ Developing Strategies/Briefs
- ▶ Social Media/Digital Marketing
- ▶ Deck Design Flow and Presenting
- ▶ Project Management/Scheduling

Contact

- ▶ ALYSSA.FEA@GMAIL.COM
- ▶ ALYSSAFEA.COM
- ▶ 704.530.6182
- ▶ San Francisco, CA

Hobbies

