

# Alyssa Fea

## BRAND STRATEGIST

### Experience

#### FREELANCE STRATEGIST // JOJA NYC

SEPTEMBER - OCTOBER 2018

- ▶ Completed deep dive competitive analysis on luxury fashion brands.
- ▶ Recruited, scheduled, and organized international digital focus group.
- ▶ 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.
- ▶ My classes focused on business strategy, brand strategy, and project leadership.
- ▶ Worked in five person teams of art directors, strategists, experience designers and copywriters.
- ▶ Measured potential growth and economic impact with ROI and budgets.
- ▶ Ensured brands were attractive to target consumers and consistent with their brand image.
- ▶ Managed and lead team's project logistics, including timelines and budgets.
- ▶ Trained in communication with clients, colleagues, and partners to get things done.

#### STRATEGY INTERN // MULLENLOWE

JUNE - AUGUST 2017

- ▶ Collaborated with an 8 person strategy department. Reported directly to VP of Strategy.
- ▶ Wrote an Ulta strategic brief for a project that took place on my second month.
- ▶ Compiled consumer and industry trends for new business pitches.
- ▶ Conducted interviews, surveys, and condensed and presented qual/quant results.
- ▶ Co-authored a Frank About Women white paper on brand archetypes.

#### ADDITIONAL EXPERIENCE

- ▶ Marketing Intern for Cutting Edge Information. Wrote 32 press releases. 2016
- ▶ Marketing Intern for American Red Cross. Raised \$10,000 with a team. 2015
- ▶ Marketing Coordinator for Boyle Consulting Engineers. Created email/mail campaigns. 2014

### 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

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### Hobbies

