

alana.loveys@gmail.com

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www.alanaloveys.com

EDUCATION

VCU Brandcenter

Master of Science Business (Branding)

Richmond, VA | August 2018-May 2020

- 2x Brandcenter Scholarship Recipient
- Harry Jacobs Scholarship & Cannonball Winner
- Volunteer Student Ambassador
- Freelance Brand Strategist for Old Navy
- Student Worker

Memorial University

Bachelor of Commerce Honours (Co-op)

St. John's, NL | September 2013-June 2018

- Harlow Program—Study Abroad, England
- University Medal for Academic Excellence
- Enactus Leadership & Presentation Team
- Varsity Cross Country Running Team
- Dean's List (2013-2018)—GPA 3.93

SKILLS

Deck Narrative & Design

Personas & Segmentation

Journey Mapping

Brand Positioning

Focus Group Facilitation

Stakeholder Interviews

Questionnaire Design

Social Media Strategy

Comms Planning

Client Pitching

TOOLS

Simmons MRI

GWI

Mintel

Recollective

Keynote

Microsoft Office Suite

ASK ME ABOUT

The time I ran a 10 mile race in a sloth costume

My childhood business venture that failed

My passion for mini golf

ALANA LOVEYS.

EXPERIENCE

Brand Strategist | Words From The Woods

Remote | June 2021-Present

Guiding day-to-day strategy in direct partnership with Strategy/Managing Director.

Clients: Clarks, Old Elk Distillery, MaineHealth, Michael Phelps Foundation, Merrell, TB12, RTIC Outdoors, Sabre Yachts, Stio

- **Strategic Oversight** | Conducts research, uncovers insights, & presents strategic recommendations to solve problems & enrich client understanding.
- **Strategic Messaging Platforms** | Establishes full-funnel strategic messaging platforms, encompassing both brand & product-level communications.
- **Brand Positioning** | Helps brands competitively position themselves in the market & connect with consumers in unique ways.
- **Creative Strategy** | Responsible for crafting compelling & inspiring briefs for integrated brand & creative campaigns.
- **Research Design** | Designs & manages qualitative & quantitative research initiatives in collaboration with partners.

Account Manager/Strategist | Ray Agency

St. John's, NL | September 2020-June 2021

Managed multiple accounts, budgets, & creative teams.

Clients: True North Seafood, Fortis, NL Dept of Health, Avalon Mall

- **New Business** | Worked on new business proposals, estimates, & independently conducted discovery sessions.
- **Marketing Communications Plans** | Assisted in the development of integrated strategic marketing plans & tactics.
- **Brand Building** | Led numerous brand identity & brand platform projects.
- **Webinar Delivery** | Created & delivered webinars to regional & national audiences.

Brand Management/Strategy Intern | TRG

Dallas, TX | May 2019-August 2019

Completed summer internship while working on Master's at VCU Brandcenter.

Clients: Charles Schwab, Edible Arrangements, Shoe Show, Metro by T.Mobile, H.E.B

- **Competitive Analysis** | Completed monthly competitive reports & reported weekly on industry trends.
- **Creative Briefing** | Prepared & presented creative briefs for national campaigns.
- **Strategic Set Up** | Supported the presentation of creative work by crafting upfront strategic narratives.