

ALANA LOVEYS.

BRAND STRATEGIST

EXPERIENCE

Old Navy | Student Freelance Brand Strategist

San Francisco, CA | November 2019-April 2020

Developed strategic recommendations for improving the in-store experience
Completed in-depth brand & consumer research

The Richards Group | Brand Management/Strategy Intern

Dallas, TX | May 2019-August 2019

Clients: Charles Schwab, Edible Arrangements, Show Show, Keurig Dr. Pepper, Metro by T.Mobile, H.E.B
Worked with teams to conceptualize & execute national campaigns
Conducted primary & secondary research to craft pitch decks
Completed weekly competitive monitoring reports
Prepared & delivered creative briefs

PricewaterhouseCoopers | Experienced Associate

St. John's, NL | January 2016-August 2017

Completed financial statement audits across a wide range of industries: Automotive, Aerospace, Retail
Responsible for client communications

EDUCATION

VCU Brandcenter | M.S. Business/Branding

Richmond, VA | August 2018-May 2020

Brandcenter Scholarship Recipient (2018-2019; 2019-2020)
Harry Jacobs Scholarship & Cannonball Winner (2019)
Volunteer Student Ambassador
Student Worker

Memorial University | Bachelor of Commerce Honours (Co-op)

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

Harlow Program—Study Abroad, England (January 2017-April, 2017)
University Medal for Academic Excellence in Business
Enactus Memorial Leadership & Presentation Team
Varsity Cross Country Running Team
Dean's List (2013-2018)—GPA 3.93

SAY HELLO

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www.alanaloveys.com

1.709.589.5525

SKILLS

Customer Journey Mapping
Focus Group Facilitation
Stakeholder Interviews
Competitive Analysis
Project Management
Product Innovation
Discussion Guides
Brand Positioning
Brand Strategy
Social Listening
Creative Briefs
Survey Writing
Client Pitching
Brand Audits
Deck Design

TOOLS

Recollective
Photoshop
Illustrator
Dimension
Keynote
Simmons
MRI
Excel

CERTIFICATIONS

Special Olympics Competition Coach
HubSpot Inbound Marketing
HubSpot Email Marketing
Google Tag Manager
Google AdWords
Google Analytics

FUN FACTS

I started my own small business
I'm addicted to cycling classes
I've travelled to 26 countries
I've won a World Cup