

tiffany boggs

**BRAND
MANAGER**

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EDUCATION

VCU Brandcenter | GPA 3.75 | May 2022

M.S. Business/ Branding

Concentration Creative Brand Management

Virginia Commonwealth University | May 2017

B.A. Mass Communications

Concentration Public Relations

Minor in Business

SKILLS

Brand strategy & positioning

Creative briefs

Designing and presenting client pitches

Qual/Quant research

User personas

Adobe Illustrator & InDesign

Keynote

I AM A...

Pickle connoisseur

Pop culture aficionado

Wannabe TikTok sensation

Top 1% Drake listener on Spotify

EXPERIENCE

Brand Management Intern

Federation of Virginia Food Banks

July - Sept. '21

- Work independently to identify areas of opportunity for brand refresh
- Qualitative and quantitative research
- Execute final deliverables, including website updates, new mission statement, designed materials, and more

Senior Communications Specialist

VCU College of Engineering

June '19 - May '21

- Lead strategist, designer and copywriter
- Develop direct mail marketing to over 3,400 subscribers
- Manage website with 30+ pages
- Manage a junior staff of 6

Founder & Marketing Specialist

Cherry Gallery

Jan. '19 - Jan. '21

- Build and maintain brand for artist-run gallery
- Manage social media and promotional opportunities such as magazine interviews

VOLUNTEERING

Vice President

Advertising Club of Richmond

June '18 - Current

Treasurer

Brandcentral Student Government

November '20 - Current