

# EVANNE ALLEN

STRATEGIST

## Experience

2016-2019

Various

### Freelance Strategist

Brand Strategy & Positioning: Quinn Boutique  
Experience & Brand Strategy: Bald Top Brewing Co.  
Campaign Strategy: Vision Zero  
Social Media Strategy: VCU Brandcenter, Navy Hill  
Media and Comms Strategy: Smithsonian National Portrait Gallery

Vivaldi

Summer 2018

New York City

### Brand Strategist (Graduate Intern)

Informed B2B positioning and branding via stakeholder interviews, trend reports, executive workshop design, industry research.

Walden Hall B&B

2015-16

Culpeper, VA

### Director of Marketing & Brand

Led brand strategy, positioning and communications. Oversaw lead generation, sales optimization and customer experience. Exceeded average industry occupancy rates and voted Best B&B in Central Virginia in the first year of operation.

Poplar Travels

2014-17

Thailand, etc.

### Founder

Started a travel blog based in Thailand and grew readership to 200,000 monthly active users. Partners included The Four Seasons, AirAsia, the National Government of Myanmar and Landmark Music Festival.

National Portrait

Gallery

2012-14

Washington, D.C.

### Public Relations Coordinator

Revamped digital strategy and oversaw social content creation. Created strategic plan for meeting bilingual initiatives. Secured coverage in domestic and international publications. Hired and managed interns.

## Skills

Survey design and analysis  
Focus group design and moderation  
Ethnographic research  
Stakeholder interviews  
Brand positioning  
Brand architecture  
Creative briefs  
Target personas  
Consumer journeys  
Digital strategy

## Tools

Crimson Hexagon  
Simmons  
Final Cut Pro X  
Lightroom  
Meltwater  
Keynote

## Education

### M.S. Business/ Branding, Strategy Track

Worked across multi-disciplinary teams to creatively solve problems for clients

VCU Brandcenter  
2019

### B.A. Journalism and Mass Communication, Public Relations

Buckley Public Service Scholar. Semester abroad in Madrid

UNC Chapel Hill  
2012

### Business Essentials Certificate

UNC Chapel Hill  
2013