

EVANNE ALLEN

STRATEGIST

Brand strategist and entrepreneur with 8 years of experience in communication, marketing and brand strategy across industries.

Experience

Feb. 2020

NYC

Strategist

Grey

Leading creative brief development, positioning, brand architecture and purpose projects for clients in collaboration with account and creative teams.

Clients: GSK (Advil, Preparation H), McCormick, Frank's RedHot, WellPet

2016-2020

Various

Freelance Strategist

Dotted Line Agency (Richmond, VA)

Took an upscale clothing boutique from franchise to newly branded independent store. (6 months)

VCU Brandcenter (Richmond, VA)

Increased interaction across social channels, transformed platforms into information resource for current and incoming students. (1 year)

Vivaldi (New York City)

Positioning and branding work for global brands facing acquisitions and market expansion. (Graduate Summer internship)

Smithsonian National Portrait Gallery (Washington, D.C.)

Full-time comms and media strategist for a headline art exhibition at the National Portrait Gallery. (1 year)

Bald Top Brewing Co. (Madison, VA)

Naming, branding, and creation of membership program for start-up brewery (now distributing across the state). (9 months)

2015-2016

Culpeper, VA

Director of Marketing & Brand

Walden Hall Bed & Breakfast

Led brand strategy, positioning and communications to launch a start-up B&B and event venue. Oversaw lead generation, sales optimization and customer experience. Exceeded average industry occupancy rates and named a "Best B&B in Virginia" in the first year of operation.

2014-2015

Thailand, etc.

Founder & Editor

PoplarTravels.com

Started a travel blog based in Thailand and grew readership to 200,000 monthly active users. Partners included The Four Seasons, Sofitel, AirAsia, Landmark Music Festival, Anatomie, prAna and The Omni Homestead Resort. Operated part-time until 2017.

2012-2014

Washington, D.C.

Public Relations Coordinator

Smithsonian National Portrait Gallery

Re-structured digital outreach including launching the museum's IG account and running social partnerships that were featured in The NYT. Promoted and oversaw events. Created strategic plan for meeting bilingual initiatives. Secured coverage in domestic and international publications. Hired and managed interns.

Education

VCU Brandcenter, 2019

M.S. Business/Branding, Strategy

Brandcenter social media strategist, Young Lions shortlist

UNC Chapel Hill, 2012

B.A. Journalism and Mass Communication, Public Relations

Hispanic Studies minor. Business Essentials Certificate.