

Jennifer  
Regan

## Contact

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## Skills

Brand Strategy  
Brand Positioning  
Qual/Quant Research  
Consumer Profiling  
Competitive Analysis  
Media Planning  
Digital Media Buying  
Budget Management  
Crosstab Analysis  
MS / Apple Proficiency

## Passions

Tiny Homes  
Mexican Food  
Meditation  
Volunteering  
Thrifting

## Experience

### Volkswagen Group of America (HQ) | Herndon, VA

*Market Research Intern / May-August 2016*

Helped craft VW brand strategy by updating consumer profiles. Assisted in planning car clinics and refining vehicle segmentation. Monitored economic, industry and competitive phenomena. Enjoyed understanding the motivations of car lovers like myself (and regular car owners, too).

### MEC (WPP Subsidiary) | New York, NY

*Manager, Planning & Digital Strategy / June 2014-April 2015*

*Sr. Associate, Planning & Digital Strategy / July 2013-June 2014*

Managed media plans for Kaplan University and Hannaford. Oversaw a team of three associates. Received MEC's Notable Newcomer award in Fall 2014. Realized the importance of direct response and the excitement of Excel.

### Vizeum (Dentsu Aegis Subsidiary) | New York, NY

*Account Executive / June 2012-June 2013*

*Asst. Account Executive / May 2011-June 2012*

Developed media plans for Kohler, Seiko and The Cosmopolitan Hotel of Las Vegas. Managed an associate and intern. Used tools such as Google Analytics and Omniture. Learned the power of media, how to lead with empathy and a lot about the plumbing industry.

## Education

### VCU Brandcenter | Richmond, VA

*M.S., Creative Brand Management Track*

*Graduation Date: May 2017 / GPA: 3.64*

The CBM track emphasizes business strategy, cross-disciplinary collaboration and creative problem-solving at every turn. Crafted brand strategies, positioning recommendations and marketing plans for clients such as Microsoft, REI, Uniqlo and Virginia Tourism. Learned the virtue of good work, the value of 8 hours of sleep and how to present about Tupac's life.

***Worth noting: In Fall 2016, I kindly received the Derek Parkin scholarship based on a vote of my peers.***

### University of Kentucky | Lexington, KY

*B.A., Integrated Strategic Communications, Anthropology*

*Graduation Date: May 2011 / GPA: 3.73*

Participated in AAF student competition, co-published an article about video games and experienced the beauty of horse country.

**Spring 2010: Study Abroad, Aix-en-Provence, France**