



(RY-ən)

Rian Chandler-Dovis

BRAND STRATEGIST

"Ms. Chandler-Dovis is recognized by faculty and students alike as a hard-working team member who contributes solid insights and ideas and who understands and cares about fostering positive team dynamics."

-Don Just,

Managing Director of the VCU Brandcenter

ABOUT ME

- ▷ I have an entrepreneurial spirit and have started a few businesses including a boutique retail shop
- ▷ I have consulted with over 20 SMBs, helping them develop long-term strategies for success
- ▷ I've loved riding horses since the age of two, always preferring trail rides to competitions
- ▷ I'm passionate about creating all types of visual art, especially photography and watercolor

CONTACT

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PHONE

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LINKEDIN

- ▷ www.linkedin.com/in/rianchandlerdovis

ADDRESS

- ▷ 6704 Hanover Ave, Richmond VA 23226

SKILLS

STRATEGY

- ▷ Creative Briefings
- ▷ Brand Positioning
- ▷ Target Segmentation
- ▷ Social & SEO Strategy

PRESENTATION

- ▷ Client Pitches
- ▷ Project Management
- ▷ Presentation Structure
- ▷ Deck Design

RESEARCH

- ▷ Competitive Analysis
- ▷ Financial Projection
- ▷ Quantitative Analysis
- ▷ Qualitative Analysis

DESIGN

- ▷ Adobe Creative Suite
- ▷ Typography
- ▷ Illustration
- ▷ Grid Design

EXPERIENCE

BRAND STRATEGIST / May 2016 - Present

Work Labs (Advertising Agency)

- ▷ Developed a naming strategy and recommendations for a Macy's line extension
- ▷ Pioneered digital strategy offering for the agency to market to current clients
- ▷ Assisted with the construction and strategy of several new client pitches

MARKETING DIRECTOR / January 2012 - January 2016

VBS Mortgage (Regional Mortgage Company)

- ▷ Authored a marketing plan that increased web conversions by 1000%
- ▷ Concepted a full brand identity, including style guide and budget
- ▷ Led an internal initiative to develop service standards and employee onboarding

PLANNED GIVING PROGRAM STRATEGIST / Freelance Project

Wildlife Center OF Virginia (Wildlife Non-Profit)

- ▷ Conducted qualitative & quantitative research to identify key drivers to legacy giving
- ▷ Designed and executed supportive materials, raising \$800,000 in 9 months
- ▷ Leveraged insights to drive success in other fundraising endeavors

FOUNDING BOARD MEMBER / September 2012 - August 2015

Valley Chapter Of The American Marketing Association

- ▷ Designed chapter logo, branding, and style guide
- ▷ Organized the chapter launch event and subsequent community events
- ▷ Participated in developing chapter strategy and purpose

EDUCATION

MASTER'S DEGREE / Creative Brand Management / GPA 3.9

VCU Brandcenter Class Of 2017

The Creative Brand Management curriculum combines core elements of an MBA with a deep dive into brand development and a focus on cross-functional collaboration to gain insights that fuel unexpected brand strategies.

BACHELOR'S DEGREE / Art & Design / GPA 3.27

James Madison University Class Of 2004

The Art and Design major encouraged a broad skill set through a liberal arts-style general education curriculum. This combined with design thinking and studio experience inspires groundbreaking creativity.