

# Reagan Mann

## Creative Brand Manager

### WEBSITE

WWW.REAGANMANN.COM

### PHONE

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### LINKEDIN

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## EDUCATION

### VCU Brandcenter

M.S. in Business, Creative Brand Management

Richmond, VA

2027

### Virginia Commonwealth University Cum Laude

B.S. in Marketing, Communications & Data Analytics

Richmond, VA

2024

## EXPERIENCE

### Office Manager

Boulders Acupuncture & Natural Healthcare

Richmond, VA

May 2021-Present

- Control correspondence with patients and retailers, designing efficient filing systems to run the office in an organizational manner.
- Oversee and manage all business account transactions, email marketing and social media pages, building out the brand voice.

### Office Manager

Centre Regional Planning Agency, CoG

State College, PA

August 2024-August 2025

- Ensured strategic and operational tasks were completed from initial concept to final execution.
- Refined project processes through oversight and planning to ensure consistency and excellence in delivery.
- Operated five committees through meeting agendas, minutes, and overviews monthly.
- Oversaw the departments budgets were balanced and maintained consistency through regional and local marketing tactics.

### Graphic Designer

Grace Fine Dining Restaurant, Carnegie

State College, PA

August 2023-August 2024

- Developed cohesive visual identities for a fine dining experience.
- Designed and maintained seasonal and rotating multi-course menus with an extensive 300+ bin wine list.

## BRANDCENTER

### Live Client Winner

*Flying Squirrels*

Consumer Research & Behavior

### Live Client

*Nike*

Consumer Research & Strategy

## SKILLS

Market Research & Strategy

Creative Briefing

Brand Strategy & Positioning

Brand Concept & Development

Project Management

Creative Team Management

## SOFTWARE

MRISimmons

Google Gemini

Chat OpenAI

Adobe Creative Suite

Google & Microsoft Suites

Canva

## ASK ME ABOUT

Being the oldest daughter

Kincurrent

Pure Barre

Crafting!

Lattes