



aniya.j.hope@gmail.com

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<https://aniyajhope.wixsite.com/portfolio>

SKILLS

Brand strategy & positioning
Qualitative/ Quantitative Research
Competitive Analysis
Cultural Analysis
Presentation Development
Storytelling
Project Management
Creative Briefing

MY PASSIONS

Tea drinking
Daily meditation
Pancakes
Reading a good book
Journaling
Watching Youtube mukbangs

EDUCATION

VCU BRANDCENTER

M.S. Business/ Branding | May 2022

Conc. Creative Brand Management

VIRGINIA COMMONWEALTH UNIVERSITY

B.S. in Marketing | May 2020

EXPERIENCE

VIRGINIA COMMONWEALTH UNIVERSITY

VCU SCHOOL OF BUSINESS | RICHMOND, VA

AUG 2020- PRESENT

Graduate Teaching Assistant

Evaluate students' assignments and overall performance. Maintain student progress and provide appropriate feedback on work. Mentor students through one-on-one communication.

BUSINESS ESSENTIALS DEPARTMENT

VCU SCHOOL OF BUSINESS | RICHMOND, VA

JAN 2018- MAY 2020

Peer Presentation Consultant

Developed and designed presentations tailored to client needs. Evaluated branding performances to formulate new branding strategies. Created new marketing and branding efforts for social media accounts to increase client base. Served as a department representative when needed.