

# Kacey Cooper | Strategy and Branding

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## Education

VCU Brandcenter, 2026

M.S. Business, Branding, Strategy

3.75 GPA

Washington and Lee University, 2024

B.A. Cognitive and Behavioral Science

3.54 GPA

## Skills

Creative Briefs

Consumer Journey Mapping

Quantitative and Qualitative Research

Market Segmentation

Target Personas

Brand Positioning

Brand Identity

SWOT Analysis

Focus Group Moderation

Competitive Analysis

Public Speaking

## Tools

Office 365

Adobe Creative Suite

Pivot Tables

Figma

Miro

GWI

MRI Simmons

Talkwalker

AYTM

AI platforms: ChatGPT, Perplexity, NotebookLM,

Anthropic, Gemini, Claude, Luma

## Interests

NHL and NFL

Crocheting

Cooking

Hydroponics

Reality TV

Burn Boot Camp

Chess

## Brandcenter IT

### AV Tech| Fall 2024 – Spring 2026

Manage check ins/outs of media equipment

Aid students in any technological issues they are having with computers, printing services, or media equipment

**What I learned:** How to fix problems quickly and keep chaos organized

## EP + Co

### Brand Planning Intern | Summer 2025

Worked within the Brand Planning, Connections Planning, and Research Analyst teams

Aided in desk research, using platforms like Meltwater, AYTM, and MRI Simmons to understand the target audience

Took lead in writing a creative brief for I Love Ice Cream Cakes, which then went into production

Completed my intern project which highlighted themes about why advertisers should familiarize themselves with dystopian literature

Clients: ILICC, Michelin, SeaPak, Farm Rich, Haverty's

**What I learned:** Proactivity goes a long way

## Phoenix Brand Strategy

### Brand Strategy Intern | Summer 2023

Identified cultural opportunities for brand to take part in as a potential rebranding

Used diary studies and interviews to create insights to better understand brand's experience design

Clients worked on: Marriott Bonvoy, Noom

**What I learned:** Rabbit holes can lead to incredible discoveries

## Child and Gender Development

## Research Lab

### Research Lab Leader | Fall 2023–Spring 2024

Analyze how children and their mothers interact with one another when building the castle and see how stereotypes affect children's decision when viewing future jobs

Code dialogue between mother and children pairs to determine level of warmth and direction from mother

**What I learned:** Children can say crazy things

## National Student Advertising Competition

### Project Planner | Winter 2023

Conduct quantitative and qualitative research to understand consumer base needs

Create a brief involving personas, segments, insights and key message

**What I learned:** Searching for a job is stressful