

EDUCATION

UNIVERSITY OF VIRGINIA

B.A. Economics | 2022

Minor in Biology

VCU BRANDCENTER

M.S. Business/Branding | 2024

Creative Brand Management

EXPERIENCE

Ralph Levy

Brand Strategist

804-432-7445

ralphlevy52@gmail.com

Portfolio: ralphlevy.co

Richmond, VA

Open to relocation

Skills

Deck building
Project management
Qual & quant research
Competitive analysis
Customer journey mapping
Creative briefing
RFP writing and response

CONTRACT WORK: STRATEGY CONSULTANT

Tonal | 2024

Delivered audience research and a comprehensive campaign proposal to improve retail experiences for a fitness tech company.

SoulCycle | 2023

Worked with a creative team to build out a campaign tied to the Summer Olympics.

BRAND COORDINATOR

Dominion Care | 2024

Shoot video to build brand identity and increase care provider applicants in Virginia.

PERFORMANCE MARKETING INTERN

Henrico Doctor's Hospital | 2023

Launched a newsletter and improved site SEO to increase consults at new clinics.

VP OF COMMUNITY ENGAGEMENT

UVA Madison House | 2022

Created social campaigns and gave campus talks to grow volunteer-ship by 200% for crisis hotline.