

Vivien Rui Zhu

ACCOUNT MANAGER



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education

VCU BRANDCENTER

M.S. in Business - Creative Brand Management • May 2022

Brand Federation Scholarship
BC Collective Outreach Coordinator

UNIVERSITY OF MARYLAND COLLEGE PARK

B.S. in Marketing & B.S. in Information Systems • May 2020

Banneker-Key Merit Scholarship
UMD Model Congress Co-founder
Honors Humanities Alum

skills

Storytelling	• • • • •
Competitive analysis	• • • • •
Presentation	• • • • •
Creative problem-solving	• • • • •
Digital design	• • • • •
Brand positioning	• • • • •
Market research	• • • •
Data visualization	• • • •

after hours

Performed once at Carnegie Hall
Adept speaker of a dying language
Sour things devotee

experience

ACCOUNT EXECUTIVE

Anomaly NY • June 2022 - Present

Client: Carnival Cruise Line

- Facilitate creative development, production/post, and delivery of paid media - including video, OOH, audio, display, and social - across an assortment of 360 product launch and brand campaigns
- Foster client relationships and media partnerships across the IAT to ensure clear understanding of creative needs from the media planning phase up to asset delivery
- Manage financial status of the business, day-to-day client comms and status, competitive tracking, and strategic audits to inform campaign work and organic social.

ACCOUNT COORDINATOR INTERN

Alma DDB • June - Aug 2021

Clients: Google, Pepsi, Aetna, MSK Cancer Center

- Compiled YTD competitive messaging report for Pepsi client
- Supported project teams via brief writing, POV reports, deck -building, and meeting prep & summary across all clients

2021 MAIP FELLOW

4A's Foundation • June - Aug 2021

Projects: Allstate, 100 Roses from Concrete

- Led a remote team of 13 MAIP Fellows across 3 different time zones during 2 competitive integrated campaign projects

BRAND MANAGER

Mckayla Wilkes for Congress • March 2019 - Aug 2021

- Built brand identity & brand guide to elect a challenger candidate to Congress in Maryland's 5th District
- Managed team of designers to meet the fluid needs of various communications channels, including organic and paid social
- Built robust content calendar which fed organic fundraising plan, yielding \$400k+ in grassroots donations over a year