

# Vanan Phan

Quincy, MA

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## EDUCATION

**University of Massachusetts Amherst**, May 2021

- Bachelor of Arts; Major: English; GPA: 3.8
- Letter of Specializations in [Creative Writing](#), and [the Study and Practice of Writing](#)
- Certificate in [Professional Writing and Technical Communication](#)

**Computer Skills:** Microsoft Office Suite, Google Suite, HTML, CSS, MadCap Flare, Adobe Illustrator, Adobe InDesign, Canva, Slack, Wix, Drupal, Salesforce, CapCut

**Language Skills:** Conversational Vietnamese

**Personal Website:** <https://vananphan17.github.io>

## WORK EXPERIENCE

### Development Operations Coordinator

Rose Kennedy Greenway Conservancy, Boston MA, December 2022-Present

- Collaborated with other departments to draft and present a grant proposal that resulted in \$35k being awarded for free fitness classes in the city plus compensation for fitness instructors
- Lead the coordination, video filming and editing process for [Annual Giving Tuesday campaign](#), which highlighted incredible work members of the Conservancy do on an everyday basis, raised a total of \$20k in operating support for The Greenway
- Execute and maintain all areas of donor record keeping, including gift processing, acknowledgments, pledge agreements, contact information, and notes in an accurate manner to ensure fundraising goals are on track
- Generate and manage all mailing lists, and coordinate with the printer and mailhouse to produce printed mailings including appeals, event invitations, and holiday cards to ensure positive relationships with donors and sponsors
- Use Salesforce and Excel to create fundraising reports and analysis with data visualization for departmental colleagues

## VOLUNTEER EXPERIENCE

### Associate Director of Marketing

National Association of Asian American Professions, Boston Chapter, Boston MA, May 2023-Present

- Design, create, and distribute marketing content for NAAAP Boston's social media platforms
- Edit and distribute monthly newsletter that contains upcoming events, news and updates in the AAPI community, etc., to over 2,000 subscribers to increase engagement and awareness
- Assist in the management of marketing requests from the organization as well as partner organizations to highlight AAPI events and initiatives

## EDITORIAL EXPERIENCE

### Communications Assistant

Western Massachusetts Writing Project (UMass Amherst), Amherst MA, February 2021 - May 2021

- Utilized Drupal (UMass Amherst's web content management service) to manage reports, update materials, and organize resources on organization's website
- Conducted research and reported needs of future programming for members of the Western Massachusetts Writing Project leadership team
- Collaborated and communicated with internship supervisor to ensure projects and tasks were completed in timely manner

### Content Creator

Her Campus Media (UMass Amherst Chapter), Amherst MA, September 2019-March 2021

- Researched, pitched, and drafted bi-weekly articles that aimed to empower women in college
- Selected tags and brainstormed SEO titles to increase audience viewership of article and Her Campus brand
- Reviewed and ensured that articles contained correct grammar/spelling and met the regulations set by the Her Campus National Office
- Her Campus author page: <https://www.hercampus.com/author/vanan-phan>

### Editorial Intern

Rubin Pfeffer Content Literary Agency, Boston MA, May 2020-September 2020

- Evaluated first 50-pages of six manuscripts on weekly basis to determine if material is up to publishing house's standard
- Evaluated completed manuscripts that ranged from 350-480 pages in a timely manner and drafted summaries of work to send to editor for review
- Researched and kept up to date on publishing trends to ensure selected manuscripts suited consumer interest and is marketable to target audience