

VANAN PHAN

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PROFESSIONAL SUMMARY

Dynamic Marketing and Communications Specialist with expertise in digital marketing, content creation, and donor engagement. Proven ability to increase audience reach, optimize campaigns, and implement impactful communication strategies. Skilled in leveraging technical tools and creative approaches to elevate brand awareness and audience engagement.

TECHNICAL SKILLS

Salesforce | Adobe Creative Suite | Wix | Drupal | HTML/CSS | Canva | Zapier | MadCap Flare | GiveSmart | Givebuttr | CapCut | Microsoft Office Suite | Google Suite

EDUCATION

University of Massachusetts Amherst – Amherst, MA

Bachelor of Arts in English | May 2021 | GPA: 3.8

- Letters of Specialization: Creative Writing, Study and Practice of Writing
 - Certificate: Professional Writing and Technical Communication
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PROFESSIONAL EXPERIENCE

Rose Kennedy Greenway Conservancy – Boston, MA

Development Operations Coordinator | December 2022 – Present

- Increase donor engagement by 200%, raising \$20K through strategic content creation for the Annual Giving Tuesday campaign.
- Develop grant proposals that resulted in a 40% increase in funding, supporting 100+ free fitness classes and instructor compensation.
- Collaborate with 90+ corporate sponsors, community partners, and influencers to amplify awareness for programming and fundraising events.
- Enhance fundraising efficiency by generating segmented donor lists, leading to a 30% increase in donations.
- Maintain accurate donor records for \$2.9M in funds, ensuring seamless gift processing and acknowledgment workflows.
- Cultivate a data-driven culture by mentoring team members on advanced data analysis techniques and visualization tools.
- Research and draft Development Operations manual to standardize and streamline department procedures in addition to critical assets, reducing daily operating errors and database-related vulnerabilities.
- Spearhead the implementation of a new donor giving platform, resulting in a 85% reduction in credit card fees and a 10% increase in renewals from donors across all giving categories in 2024.
- Implement a real-time fundraising metrics dashboard, enabling data-driven decision-making and resulting in a 55% improvement in overall operational efficiency.
- Support the planning and execution of event activations, coordinating supplies, logistics, and marketing materials, setting up and tearing down displays, and delegating to volunteers.

Her Campus Media (UMass Amherst Chapter) – Amherst, MA

Content Creator | September 2019 – March 2021

- Published bi-weekly articles (750–1,000 words) focused on empowering college women, increasing readership engagement.
 - Optimized SEO titles and tags to boost content visibility and expand audience reach.
 - Reviewed articles for grammar and content standards, maintaining editorial excellence across the publication.
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MARKETING EXPERIENCE AND OTHER AFFILIATIONS

National Association of Asian American Professionals (Boston Chapter) – Boston, MA

Director of Marketing | January 2025 – Present

- Increase email engagement and brand awareness by 37% through enhanced newsletter design and distribution to 2,000+ subscribers.

- Improve open and click-through rates by 64% by training volunteers on email communication best practices.
- Coordinate and execute 4–6 monthly marketing requests to spotlight AAPI events and initiatives.
- Collaborate with cross-functional teams to design and execute a new social media campaign, resulting in a 84% increase in social media engagement and a 28% increase in website traffic.
- Collaborate with marketing and design teams to develop high-quality, engaging posts, graphics, videos, and multimedia assets aligned with brand standards and best practices.
- Maintained the marketing calendar and coordinated with partner organizations, improving campaign efficiency and meeting deadlines by 40%.
- Ran social media contests and campaigns that resulted in a 90% increase in follower-generated content and overall engagement.
- Oversee Marketing committee volunteers and associate directors to ensure all members feel supported and projects are completed in a timely and satisfactory manner.
- Recruit, interview, hire, and onboard associate directors to help lead the Marketing committee and support NAAAP Boston.

Climate Designers – Remote

Communications Advisor | July 2024 – Present

- Revamp email templates to improve aesthetics and maintain brand consistency.
- Design interactive intake forms to streamline content submissions and enhance user experience.
- Provide editorial oversight of all brand copy across web pages, emails, and social media platforms, ensuring 100% consistency of voice and tone throughout communications.
- Research and collect upcoming events, jobs, and news from external sources that reflect Climate Designers' mission to feature in monthly newsletter.
- Research, draft, and develop external and internal submission standards to ensure relevancy and quality of content featured across Climate Designers' platforms.

LANGUAGE SKILLS

- Fluent in English
- Conversational in Vietnamese