

# Vanan Phan

Quincy, MA

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## WORK EXPERIENCE

### **Development Operations Coordinator, December 2022-Present at Rose Kennedy Greenway Conservancy, Boston, MA**

- Drafted and presented a grant proposal with help from other departments 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 maintain 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, June 2024-Present at National Association of Asian American Professions, Boston Chapter, MA**

- 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, ranging from 5-12 requests per month, from the organization as well as partner organizations to highlight AAPI events and initiatives
- Cross train volunteers on how to create newsletter in order to optimize efficiency of email communication and increase exposure to events and news
- Monitor Marketing Committee's Submission Google Form for activity such as requests, inquiries, etc. to ensure all organization needs are being met and fulfilled in a timely manner
- Design and compile newsletter and announcement templates in Wix to ensure uniformity for all communications

## EDITORIAL EXPERIENCE

### **Communications Assistant from February 2021 - May 2021 at Western Massachusetts Writing Project (UMass Amherst), MA**

- 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 leadership team
- Collaborated and communicated with internship supervisor to ensure timely completion of projects and tasks

### **Content Creator from September 2019-March 2021 at Her Campus Media (UMass Amherst Chapter), Amherst, MA**

- 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 articles to ensure grammar and spelling met standards set by the Her Campus National Office
- Her Campus author page: <https://www.hercampus.com/author/vanan-phan>

### **Editorial Intern from May 2020-September 2020 at Rubin Pfeffer Content Literary Agency, Boston MA**

- Reviewed 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 for editor to review
- Researched and kept up to date on publishing trends to ensure selected manuscripts suited consumer interest and is marketable to target audiences

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

**Language Skills:** Conversational Vietnamese

**Professional Portfolio:** <https://vananphan17.github.io>

## 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](#)