



Kathleen Firment Brand Strategy

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Education

VCU Brandcenter
Richmond, Virginia
Master of Science (M.S.)
Business/Branding
Concentration: Brand Strategy

August 2024 -
Present

University of Richmond
Richmond, Virginia
Bachelor of Arts in
Visual and Media Arts Practice
Bachelor of Arts in English
Minor in Creative Writing
Summa Cum Laude
GPA 3.79

August 2020 -
May 2024

Goldsmiths University
London, England
Study Abroad
English & Creative Writing
Visual Cultures

September -
December 2022

Experience

Palette Home
Richmond, Virginia
Gallery Assistant & Visual Consultant

March 2023-
August 2024

Assisted in installing art exhibitions, providing curation insights to align with brand identity, while collaborating with clients to understand aesthetic preferences and facilitate purchases and commissions.

Researched emerging and established artists, identifying talent that aligned with brand values, and led outreach efforts to secure contractual partnerships.

Penny Disco
Richmond, Virginia
Founding Editor, Editor-in-Chief

Spring 2024

Established and launched an independent digital literary and art magazine, overseeing brand identity, curation, content strategy, and editorial direction.

Verse, Inc.
Richmond, Virginia
Editorial Assistant, Tomaz Šalamun Prize

February-
April 2024

Evaluated chapbook manuscripts, participated in editorial meetings, and voted on submissions.

Skills

STRATEGY

Brand Positioning
Creative Briefs
Visual Storytelling & Deck Design
Market Analysis
User Personas
Project Management
Creative and Strategic Thinking

RESEARCH

Surveys
Focus Group Facilitation
Discussion Guides
Quantitative + Qualitative Analysis

TOOLS

Adobe Creative Cloud
Microsoft Office
Google Workspace

Publications & Awards

University of Richmond
2024 Arts & Sciences Outstanding
Senior Award

The Messenger | Spring 2024
"bird building a dusty nest," "tommyrot"

Virginia Literary Review | Fall 2023
"For Virginia," "Skin and Blister"

Digital America | Issue 18
"Response to Yosemite"

The Messenger | Spring 2021
"Tacky Hell (Long Live Bad Taste!)"

Interests

Corgis
Yacht rock
Terrible reality television
The Washington Commanders
Finding the best nachos in Richmond