

# Kathleen Firment

## Creative Brand Strategy

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### Education

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**VCU Brandcenter**  
**Richmond, Virginia** August 2024  
to May 2026  
Master of Science (M.S.)  
Business/Branding  
Concentration: Brand Strategy

**University of Richmond**  
**Richmond, Virginia** August 2020  
to May 2024  
Bachelor of Arts in  
Visual and Media Arts Practice  
Bachelor of Arts in English  
Minor in Creative Writing  
Summa Cum Laude  
GPA 3.79

**Goldsmiths University**  
**London, England** September  
to December 2022  
Study Abroad  
English & Creative Writing  
Visual Cultures

### Experience

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**Familiar Creatures**  
**Richmond, Virginia** May 2025  
to August 2025  
**Account Management Intern**  
Duke's Mayo, Crunch Fitness,  
Chesapeake Bank, Mercy University,  
and new business.

**Backstage Blondes**  
**Richmond, Virginia** January 2026 to  
Current  
**Co-Founder, Executive Producer**  
Launched a social video series  
documenting Richmond's music scene  
through artist interviews. Managing  
end-to-end production, designing brand  
identity, and organically growing social.

**Palette Home**  
**Richmond, Virginia** March 2023  
to August 2024  
**Gallery Consultant**  
Responsible for the installation of art  
exhibitions while contributing to  
curatorial vision, and collaborated with  
clients to recommend artists and  
artworks tailored to their aesthetic goals  
and home spaces.

### Skills

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#### 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  
MRI-Simmons  
Talkwalker  
Figma

### Publications & Awards

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**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

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Corgis  
Yacht rock  
Needlepointing  
The Washington Commanders  
Pimento Cheese