

# Kathleen Firment

## Creative Brand Strategy

kathleen.firment@gmail.com  
804.754.6271

### Education

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

**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  
to May 2024

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

### Experience

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**Backstage Blondes**  
**Richmond, Virginia**  
**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.  
January 2026 to  
Current

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

**Palette Home**  
**Richmond, Virginia**  
**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.  
March 2023  
to August 2024

### 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