

Libbe Phan

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EDUCATION

University of California, Irvine | Irvine, CA

B.A. in Business Administration, Emphasis in Marketing & Coursework in Digital Media Arts

EXPERIENCE

Freelance Brand Strategist | R&R Partners | Irvine, CA (Remote) November 2024 - January 2025

- Conducted extensive competitive research (desk-based and in-field) to build comprehensive brand audit, analyzing key healthcare competitors and uncovering emerging trends in the healthcare landscape and patient experience in the U.S.
- Assisted in the creative process by gathering best-in-class examples/inspiration and background information on the client

Founder & Editor-in-Chief | Humankind Zine | Irvine, CA (Remote) June 2019 - December 2024

- Recruited, managed, and coordinated international teams of up to 30 members, including writers, creatives, and social team
- Defined and created brand guidelines, establishing a cohesive tone, voice, and visual aesthetic across all platforms
- Developed and executed integrated marketing campaigns to promote original content and upcoming zine issues, coordinating social media, email, and content strategies and partnerships to drive audience engagement, growth, and brand awareness
- Led ideation sessions and collaborated with internal and external teams to produce written and visual content for all platforms
- Utilized social metrics, sentiment analysis, and surveys to uncover insights about target audience and content preferences
- Owned editorial calendar and publishing workflows across CMS and social platforms, ensuring accurate and timely delivery
- Achieved 500+ issue submissions, 2k+ Instagram followers, 11k+ website views, 30+ book club members, and established partnership with Universal Music Group's creative solutions group, °1824 for exclusive press opportunities

Brand & Creative Strategist | Marcus Graham Project | Los Angeles, CA June 2024 - August 2024

Clients: McDonald's, Apple, Marcus Graham Project, MOSH Agency

- Spearheaded brand/creative strategy for McDonald's Hispanic/Latine EBN rebrand and 360° marketing campaign for Apple
- Directed the creation of MOSH's visual identity, leading ideation workshops to craft a comprehensive brand style guide
- Synthesized findings across the 4Cs (company, consumer, competition, culture) to generate actionable insights and strategies
- Designed and deployed research plans that leveraged desk research, interviews, surveys, and focus groups to gather insights
- Developed interview guide and facilitated a focus group involving 10 EBN members to understand current state of the EBN
- Authored creative briefs and led workshops to communicate cultural insights, inspire creative work, and drive alignment
- Wrote, copyedited, and designed client presentations, brand guidelines, websites, and out-of-home/product mockups

Social Strategy Intern | Superdigital | Irvine, CA (Remote) June 2024 - July 2024

Client: Microsoft (Microsoft Surface, Microsoft 365, Microsoft Windows, Microsoft Copilot)

- Conducted competitive analysis by evaluating major tech competitors' socials and created actionable reports for internal use
- Investigated opportunities for Microsoft brands to capitalize on trending features and reactive trends on TikTok
- Collaborated with interns to execute a social media audit, analyze current trends, monitor competitors in the tech space, and assess cultural moments, contributing strategic recommendations for upcoming quarter's social strategy

Brand & Experience Strategy Intern | Elephant via 4A's Foundation - MAIP | New York, NY (Remote) April 2023 - August 2023

Clients: Stitch Fix, Xfinity, New Business, Disney Yellow Shoes

- Conducted extensive desk research to understand current and potential clients, their competitors, target audiences, and trends within culture and industries to shape brand and product/retail strategies, client-facing POV decks, and brand audits
- Identified business challenges and issues with app and website UX for experience audit, helping secure Stitch Fix as client
- Launched and authored "The A.I. Round-Up," a weekly Slack newsletter that enhanced Elephant's understanding of A.I.

Employer Brand Content Intern | GOAT Group | Irvine, CA (Remote) July 2022 - December 2022

- Spearheaded initial research, ideation, and brief development for employer content and employee engagement initiatives
- Supported National Hispanic Heritage Month campaign by generating ideas, developing briefs, and copyediting interviews
- Compiled key quotes, video, and audio clips for social media and created a content calendar to align content with key dates

SKILLS, TOOLS, & CERTIFICATIONS

Key Skills: Qualitative & Quantitative Research, Trend Reporting, Developing Creative Briefs & Insights, Brand & Category Audits, Competitive Analysis, Messaging, Positioning, 4Cs Framework, Concepting, Written & Verbal Communication, Project Management

Productivity Tools: Google Suite, Microsoft Office, Keynote, Trello, Notion, Slack, Microsoft Teams, ChatGPT, Gemini, Perplexity

Market Research Tools: Mintel, MarketLine Advantage, Insider Intelligence, YouGov, Statista, Qualtrics, Google Forms

Social Platforms & Tools: Instagram, Facebook, X, LinkedIn, Reddit, TikTok, YouTube, Meta Business Tools, Later

Certifications: Bridging Strategy & Design, Art Direction 101 - Aprender Design, Learning Design Research - LinkedIn Learning