

VCM!Strategies*

Vanessa C. Matthew
BRAND STRATEGIST & MARKETER



About Vanessa C. Matthew

Get ready to be wowed by her! She's a marketing superstar with an MS in integrated marketing communications and a gift for strategic thinking. She's taught the ins and outs of brand equity management and market research to eager minds at WVU, and she's applied her talents to companies like Ketchum. While at Ketchum, Vanessa worked with global brands like FedEx, Chase, and Dr. Pepper, helping to bring their marketing strategies to life.

But that's not all! Vanessa has also worked with other notable organizations, including Warner Media, Fund Black Founders, and the International Association of Black Actuaries. Her expertise covers everything from brand research to brand positioning. Vanessa is a master at defining a brand's personality, voice, architecture, key messaging, and more. And she's not alone in her mission to help brands succeed; she partners with trusted marketing professionals to provide her clients with the ultimate branding experience.



SIGNATURE TALK

The Power of Brand Strategy: How to Build a Strong Foundation for Your Business

In today's competitive market, having a strong brand strategy is critical to the success of any business. In this presentation, Vanessa will explore the importance of brand strategy and why it is the foundation for any successful marketing and business development effort.

Through real-world examples, case studies, and interactive exercises, Vanessa will help attendees understand:

- What is brand strategy, and why it's important
- The key components of a successful brand strategy
- How to conduct market & consumer research to inform your brand strategy
- How to develop a brand positioning and messaging platform
- How to integrate brand strategy into all aspects of your business, from product development to customer service

Speaking Topics:

- **The Power of Brand Strategy:** How to Build a Strong Foundation for Your Business
- **The Future of Brands:** Staying Ahead in a Rapidly Changing Market
- **The Importance of Understanding Your Target Audience:** How to Conduct Effective Consumer Research
- **Brand Identity and Messaging:** How to Craft a Compelling Story that Resonates with Your Customers
- **Building a Successful Brand Launch:** From Concept to Launch
- **Revitalizing Established Brands:** How to Reposition and Reinvigorate a Legacy Brand for the Future



Features and Collaborations



Harlem Community
Development
Corporation



What Others Are Saying

“Vanessa instructed a webinar on behalf of HCDC. She did an excellent job putting it together. Vanessa definitely knows her content and marketing. She also knows how to put it out there and present it in a cogent fashion so that anyone can grasp the concepts. I am now a convert.”

Curtis Archer, President, Harlem CDC

“I look forward to Vanessa’s webinars. She is a remarkably engaging presenter with a refreshing grasp of marketing concepts. Her presentations are a perfect balance of actionable advice and illustrative stories. She also has a personable presence that puts her at the top of my list of speakers covering the topic of marketing. Book her today!”

Darryl T. Downing, Chairman of I-AM-Harlem and Harlem Business Alliance Marketing Outreach Specialist

What Others Are Saying

“Vanessa provided an enlightening presentation to the women in the FastTrac® NewVenture™ for the Female Entrepreneur Bootcamp. The presentation was well-received and gave the participants a new perspective on branding and brand strategy, as Vanessa was extremely informative and engaging. I truly believe the information she provided has given the women in the Bootcamp a leg up on their competition.”

Tuesday Brooks, MBA, CEO of Ajoy Management Enterprise

“Attendees loved Vanessa! She was an ideal presenter for our webinar focused on marketing. She shares interesting content with a speaking style that is natural and engaging. Most importantly, she offers a different perspective on marketing that our attendees appreciate. Vanessa has a unique ability to make complex subjects simple to understand.”

Francisco Guzman, Program Director Small Business Services at Harlem CDC

What Others Are Saying

“Vanessa Matthew is a joy to work with! She met with the students with so much energy and presence that I just knew that the students of Southern Illinois University were going to learn so much about the importance of market research, the data and statistics driving it, and the strategies that go on behind the scenes.

Students, staff, and faculty incredibly well received the event. The students gave positive feedback regarding her topic, her approachability, and the depth of her knowledge. The faculty and staff praised and appreciated her words of wisdom and willingness to engage with the students authentically. This event was by far one of our students' favorites, and I am fortunate to have connected with her and very thankful that she feels called to share her passion.”

Jennifer Butler, Ph.D., Director of the Office of Diversity and Inclusion



Vanessa C. Matthew

BRAND STRATEGIST & MARKETER

@vcmstrategies on...

