

VIVIAN TRAN

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EXPERIENCE

Strategist

Backroom Agency

May 2024 - Present

- Drive strategy and creative execution for clients across various sectors, crafting briefs, comms. plans, and campaign platforms rooted in thorough research and audience insights.
- Conduct detailed brand audits, competitor analyses, and social listening to distill actionable insights that fuel campaign concepts and recommendations.
- Support Backroom's brand strategy refresh, utilizing 4Cs research and community management to attract new clients and build stronger digital communities.
- Conceptualize, design, and execute data-driven email campaigns and high-impact video content, boosting client engagement and conversion rates.

Creative Brand Manager

VCU School of Business

May 2019 - Present

- Support VCU Business' strategic rebrand, conducting brand audits, competitor analysis, and stakeholder interviews to redefine the school's identity and positioning.
- Developed and executed an integrated 360° marketing strategy, combining digital, print, and social elements to elevate the brand's visibility and engagement.
- Orchestrated the user-focused website re-design, applying audience behavior research to improve functionality and user experience.
- Spearheaded creative campaigns, producing print, social, and video content that effectively communicated the brand story to diverse audiences.

Communications Graduate Assistant

VCU Provost's Office

Sept. 2022 - June 2023

- Developed digital strategies for university departments, enhancing website engagement and user experience through design and content updates.
- Led cross-functional teams to improve project workflows, cutting down production times and enhancing collaboration.
- Spearheaded integrated marketing initiatives that leveraged data-driven insights to optimize content strategy and audience targeting across digital platforms.

Account Services Intern

Chemistry Agency

June 2022 - Aug. 2022

- Conducted in-depth brand audits and market analyses for a high-profile client, driving a strategic brand refresh that increased brand engagement.
- Supported client meetings, presenting strategic recommendations and fostering clear communication throughout the project lifecycle.
- Led the intern team in developing creative concepts for campaigns, promoting collaboration and producing fresh ideas that contributed to project success.

FREELANCE

VCU ACS: Web Strategy + Design

Laura Lee's: Brand + Social Strategy

Omsom: Product Launch + Brand Strategy

Lume: Social Good + Strategic Platform

Upwork: Social Campaign

Sauer Properties: Brand Identity + Positioning

SKILLS

Brand Strategy & Positioning

RFP & Brief Development

Creative Concept Development

Data Analysis & Insights

Qualitative & Quantitative Research

Digital Strategy

Stakeholder & Client Management

Presentations

Project & Campaign Management

& Storytelling

TOOLS

MRI Simmons

SEMRush

Hotjar

Figma

Google Analytics

Adobe Creative Suite

ChatGPT

Sprout Social

HubSpot

Monday.com

Midjourney

EDUCATION

M.S. Business,

Branding, Creative Brand Management

VCU Brandcenter

Aug. 2021 - May 2023

GPA: 3.9

B.S. Marketing,

Product & Brand Management

Virginia Commonwealth University

Aug. 2017 - May 2021

GPA: 3.5

COMMUNITY ENGAGEMENT

Board Advisor, The Endowment Project (2024)

President, Brandcentral (2022)

President, Business Student Ambassadors (2019)

AWARDS + HONORS

4A's: 2022 MAIP Fellow

Richmond Ad Club: 2022 Excellence in Creative Education Award Recipient

VCU: 2022 Graduate Student Scholarship