

Vivian Tran

INTEGRATED MARKETING & BRAND STRATEGY

Washington, DC • (804) 982-8780 • me@vivtran.com • [linkedin.com/in/vivtran](https://www.linkedin.com/in/vivtran) • [vivtran.com](https://www.vivtran.com)

EXPERIENCE

Digital Marketing Specialist // Interim Creative Brand Manager

May 2023 - Present

VCU School of Business

- Lead strategy, content development, and ongoing management across the VCU Business digital ecosystem, overseeing 150+ web pages and marketing touch-points while ensuring consistent brand voice, messaging, and user experience.
- Collaborate with leadership and cross-functional teams to develop presentations, launch materials, executive communications, and marketing collateral to support new programs, strategic initiatives, and stakeholder engagement.
- Manage cross-functional project workflows from intake through launch, coordinating stakeholders across marketing, creative, academic, and leadership teams while balancing multiple concurrent priorities and deadlines.
- Own and evolve the school's internal and external communications channels, including weekly newsletters, web content, social media, and branded content and storytelling initiatives that engage students, faculty, staff, and external partners.
- Partner with school leadership to translate strategic priorities into digital experiences, including major web initiatives, institutional communications, and executive-facing marketing projects.

Strategist - New Business (Contract)

March 2025 - May 2025

Big Spaceship

- Supported agency new business efforts through cultural, competitive, and audience research that informed positioning, messaging, and pitch strategy for prospective client accounts.
- Developed insight-driven presentations and strategic storytelling frameworks that translated complex research into compelling narratives for internal teams and client stakeholders.
- Partnered with cross-functional teams to shape early campaign concepts, creative territories, and integrated brand experiences.
- Managed multiple work-streams in a fast-paced agency environment, balancing research, pitch presentation development, and stakeholder feedback under tight deadlines.

Strategist (Contract)

May 2024 - March 2025

Backroom Agency

- Managed integrated marketing initiatives and cross-channel campaigns across a portfolio of 15+ B2B and consumer brands spanning hospitality, technology, fintech, cybersecurity, education, nonprofit, and wellness sectors.
- Owned Backroom's weekly thought leadership newsletter, researching advertising and marketing trends, writing editorial insights, promoting agency offerings, and building, testing, and deploying campaigns through HubSpot to an audience of industry professionals.
- Conducted audience, competitive, and cultural research to develop messaging frameworks, creative briefs, content strategies, and campaign recommendations that informed client positioning and long-term growth initiatives.
- Synthesized performance data, customer feedback, and market trends into actionable recommendations, supporting email optimization, social strategy, CRM nurture campaigns, and digital experience across multiple accounts.
- Collaborated with internal teams and client stakeholders to manage project timelines, feedback cycles, and deliverables from kickoff through launch, ensuring alignment between business objectives and execution.

Brand Manager & Strategist (Graduate Capstone Project)

Dec. 2022 - April 2023

Omsom // VCU Brandcenter

- Developed a refreshed brand positioning strategy and integrated campaign concept for a new product launch, grounded in cultural insights, audience behavior, and category dynamics.
- Conducted competitive, consumer, and trend research to identify strategic opportunities and translate findings into actionable messaging and creative platforms.
- Built strategic narratives and presentation frameworks that aligned cross-functional creative teams around a cohesive brand vision.

EDUCATION & LEADERSHIP

M.S. Branding, Creative Brand Management

VCU Brandcenter
President, Brandcentral

B.S. Marketing, Product & Brand Management

VCU School of Business
President, Business Student Ambassadors

SKILLS & TOOLS

Brand & Marketing

Brand Strategy • Brand Stewardship • Content Strategy • Integrated Marketing • Campaign Development • Brand Positioning

Communications & Storytelling

Strategic Messaging • Copywriting • Executive Communications • Presentation Development • Creative Brief Writing

Research & Analytics

Audience Research • Cultural & Competitive Analysis • KPI Reporting • Performance Analysis • UX & Behavioral Research

Project & Team Leadership

Project Management • Stakeholder Management • Workflow Coordination • Marketing Operations • Business Development

Creative

Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Figma • Canva

Web & Content

WordPress • Wix • HTML/CSS (basic) • Squarespace • Sprout Social

Email & CRM

HubSpot • Klaviyo • Mailchimp • Apollo • Stripo

Analytics & Marketing

Google Analytics 4 • Hotjar • Meta Ads Manager • Google Ads • AudioGO • Meltwater