

Vivian Tran

Strategist

Passionate about spotting patterns and playing in the space where culture, brands, and tech collide –

↳ here to build community, amplify stories, and keep the good times rolling. ☺

CONTACT

Phone: 804-982-8780

Email: me@vivtran.com

LinkedIn: linkedin.com/in/vivtran

Portfolio: vivtran.com

EXPERIENCE

Strategist (Contract) // March 2025 – Present

SPCSHP

- Explored research and insights for a new business pitch, uncovering behavioral and cultural drivers that shaped segmentation and strategy.
- Conducted consumer, category, and cultural research, along with social listening, to identify whitespace and inform messaging and media direction.
- Sourced campaign and brand inspiration to guide ideation and sharpen creative thinking.
- Shaped pitch deck narrative and presentation flow to align insights with brand and creative potential.

Strategist // May 2024 – March 2025

Backroom Agency

- Developed strategy playbooks and messaging rooted in audience insights, culture, and market trends.
- Built cross-platform content ecosystems using video, design, and influencer partnerships.
- Supported A/B testing, segmentation, and paid media strategy to maximize reach and ROI.
- Crafted and presented strategy decks that guided creative and secured stakeholder alignment.

Strategy Consultant & Freelancer // August 2022 – Present

Self-Employed + VCU Brandcenter

- Defined positioning and go-to-market strategy for emerging brands like Omsom.
- Shaped brand voice and social strategy to deepen audience engagement and loyalty.
- Led website strategy and redesigns, enhancing UX and optimizing content for clarity and action.
- Built brand identity and messaging frameworks for startups and local businesses.

Digital Marketing Assistant & Creative Brand Manager // May 2021 – Present

VCU School of Business

- Launched integrated campaigns across digital, social, and print to drive awareness and engagement.
 - Drove a 139% boost in engagement and 71% growth in followers through performance-led strategy.
 - Led website redesigns to improve UX, navigation, and SEO.
 - Created, tested, and analyzed weekly email newsletters to optimize content and drive clicks.
-

EDUCATION

VCU Brandcenter

Master of Science in Branding, Creative Brand Management

**Brandcentral President, 3.9 GPA*

Virginia Commonwealth University

Bachelor of Science in Marketing, Product & Brand Management

SKILLS

Communications Strategy, Brand Positioning & Messaging, Cultural & Consumer Insights, Media & Channel Planning, Social Listening & Trend Research, Multi-Platform Campaign Strategy, Audience Segmentation, Creative Brief Writing, Deck Building & Storytelling, Cross-Functional Collaboration, Go-To-Market Strategy, Paid Media Strategy (Social, Search, Podcast), Good Times ☺

TOOLS

Google Workspace, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft 365, Hotjar, SEMrush, MRI Simmons, QuestionPro, Meta Ads Manager, AudioGo, Mailchimp, HubSpot, WordPress, Monday.com, Figma, Social Cat, Sprout Social, GA4 (Google Analytics 4), AI tools