

VIVIAN TRAN

STRATEGIST IMPACTING CULTURE

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EDUCATION

M.S. - Business/Branding: Creative Brand Management Brandcenter at VCU

August 2021 - May 2023
GPA: 3.9

The fundamentals of an MBA, with an emphasis on branding, insight-driven strategy, cross-functional collaboration, and creativity, to fuel brands.

B.S. - Business: Marketing, Product & Brand Management Virginia Commonwealth University (VCU)

August 2017 - May 2021
GPA: 3.5

Minor: Media Studies

EXPERIENCE

Digital Marketing Associate, VCU Business School

May 2019 - Present

- Supported a strategic rebranding initiative for VCU Business, involving comprehensive brand audits, competitive analysis, interviews, and focus groups.
 - Outcomes: Uniformly positive internal reception; successful alignment with the new strategic vision
- Executed a new social media and 360° brand marketing strategy, grounded in research of emerging trends and thorough analysis of existing metrics.
 - Outcomes: Increase of 71.4% followers and 138.9% engagement rate across 5 key social media platforms
- Designed, wrote, and edited all integrated campaigns, including weekly university newsletters, social media posts, and website content, for varying audiences.
 - Outcomes: Streamlined segment communications and improved engagement rates
- Implemented the user-centric redesign of VCU Business' website, leveraging in-depth research on audience behavior and data-driven performance analysis.
 - Outcomes: 23.42% increase in pageviews; 4.87% reduction in bounce rate

Communications Graduate Assistant, VCU Provost Office

September 2022 - June 2023

- Developed and executed data-driven comprehensive web strategies for three key departments, focusing on customer insights and content optimization.
 - Outcomes: Enhanced online presence and user navigation; positive stakeholder feedback and improved user experience metrics
- Collaborated with and led cross-functional teams, spearheading project management, creative reviews and feedback, and integrated marketing initiatives.
 - Outcomes: Recognized by Graduate/Professional Peer Leadership Award nomination
- Identified critical bottlenecks and implemented new operational procedures to streamline collaboration between the team and university departments.
 - Outcomes: Improved productivity, turnaround times, and communication workflow

Account Services Intern, Chemistry Agency

June 2022 - August 2022

- Revitalized a key client's brand identity and strategy, conducting a detailed brand audit, performance data analysis, and consumer and market analyses.
 - Outcomes: Bolstered client's membership program, sales, and brand visibility
- Managed client meetings and led presentations with timely and transparent communication, empathy, and adaptability.
 - Outcomes: Strengthened client partnerships; 25+ deliverables with positive feedback
- Led the intern team by promoting a culture of mutual support, effective communication, and productive feedback.
 - Outcomes: Fostered a collaborative environment; positive reviews on leadership and team dynamics

FREELANCE

VCU Audit and Compliance Services: Web Strategy + Design

August 2023 - Present

Laura Lee's: Brand + Social Strategy

August 2023 - October 2023

Omsom: Product Launch + Brand Strategy

December 2022 - April 2023

Lume: Social Good + Strategic Platform

January 2023 - January 2023

Upwork: Social Campaign

October 2022 - December 2022

Sauer Properties: Brand Identity + Positioning

August 2022 - October 2022

The Hot Yoga Barre: Brand Marketing

August 2019 - March 2020

SKILLS

- Brand Strategy & Positioning
- Stakeholder & Agency Management
- Digital & Social Strategy
- Presentations & Storytelling
- Qualitative & Quantitative Research
- Data Analysis & Visualization
- Project Management
- Brief & RFP Writing

TOOLS

- Adobe Photoshop, Illustrator, InDesign
- Wix, Squarespace, Wordpress
- Google Workspace & Analytics
- MRI-Simmons, WARC
- Recollective
- Sprout Social, Talkwalker, Meltwater
- Qualtrics
- QuestionPro

COMMUNITY ENGAGEMENT

Board Advisor, The Endowment Project

January 2024 - Present

President, Brandcentral, Brandcenter at VCU

December 2021 - December 2022

President, Business Student Ambassadors, VCU Business School

December 2018 - December 2019