

Vivian Tran

BRAND STRATEGY & MARKETING

I bring brands to life through insight-driven storytelling and thoughtful execution. By blending cultural research, audience understanding, and collaborative problem-solving, I shape brand experiences that feel intentional. I thrive in environments where curiosity, creative problem-solving, and community-centered thinking come together to build brands people love.

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EXPERIENCE

Digital Marketing Specialist // Interim Creative Brand Manager May 2023 – Present

VCU School of Business

- Lead brand and creative strategy across 150+ digital touchpoints—shaping storytelling, UX, and seasonal content updates that improve clarity, engagement, and alignment across student-facing experiences.
- Manage integrated campaign workflows, overseeing timelines, briefs, creative reviews, and cross-team approvals from concept through launch.
- Use GA4 insights, behavioral research, and user pathways to inform brand messaging, content hierarchy, and digital experience improvements.
- Partner with agency and internal teams to uphold brand consistency across paid media, video, social, and web content.
- Develop frameworks for new programs and guide cohesive execution across web, email, and experience touchpoints.

Jr. Strategist (Contract) March 2025 – May 2025

SPCSHIP

- Conducted cultural, competitive, and audience research to inform brand strategy and messaging for a new product launch.
- Translated insights into strategic narratives and creative territories that shaped early campaign concepts.
- Identified cultural signals and emerging audience motivations to guide positioning and communication strategy.

Strategist (Contract) May 2024 – March 2025

Backroom Agency

- Managed integrated campaign development across digital channels, aligning messaging and creative direction with broader brand objectives and client expectations.
- Developed creative briefs and partnered with creative teams to ensure cohesive cross-channel execution.
- Synthesized performance trends, guest sentiment, and cultural signals into recommendations that informed content and campaign direction.
- Oversaw timelines, feedback cycles, and deliverables to keep cross-team partners aligned from ideation to delivery.

Brand Strategist & Manager (Project) Dec. 2022 – April 2023

Omsom // VCU Brandcenter

- Developed a refreshed messaging strategy and campaign concept for Omsom’s new product launch, grounded in cultural insights, audience behavior, and category tension.
- Created brand positioning territories, narrative platforms, and creative direction that inspired cross-functional teams.
- Conducted competitive, cultural, and consumer research to identify opportunities and translate them into actionable strategic platforms.
- Built decks and storytelling frameworks that guided creative development and informed brand decisions.
- Shaped integrated campaign ideas and experience concepts that elevated emotional connection with core audiences and reinforced brand loyalty.

EDUCATION

M.S. Branding, Creative Brand Management **B.S. Marketing, Product & Brand Management**
VCU Brandcenter VCU School of Business

SKILLS

- Brand Strategy & Insight:**
Brand Positioning • Audience + Cultural Research • Consumer Insights • Competitive & Trend Analysis
- Creative Development:**
Creative Brief Writing • Storytelling + Messaging • Integrated Campaign Development
- Execution & Management:**
Cross-Functional Project Management • Timeline + Deliverable Management • KPI & Performance Insights

TOOLS

- Advertising & Performance:**
Google Ads • Meta Ads Manager • AudioGo
- Analytics & Research:**
GA4 • Meltwater • Hotjar
- Email & CRM:**
Klaviyo • Mailchimp • HubSpot
- Content & Creative:**
Adobe Creative Suite • Figma • Canva • WordPress