

TIARA STRAIT

Strategist

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EXPERIENCE

Strategist

Aug 2024 – May 2026

VCU Brandcenter – Live Client Projects

Richmond, VA

- Las Vegas Tourism Board, via Havas New York — Led the development of a social strategy designed to strengthen Las Vegas' relevance with Gen Z audiences.
- Matheson Oyster Company — Project Winner — Developed a comprehensive communications strategy, translating consumer and market insights into growth recommendations presented directly to the founder.
- VCU Health, Colon & Rectal Surgery — Conducted audience and market research to uncover patient needs and inform strategic recommendations for the department's communications.

Marketing Graduate Assistant

Dec 2024 – June 2026

VCU – Department of Special Programs

Richmond, VA

- Developed strategic marketing campaigns to reach dynamic audiences for VCU's First-Generation Student and Summer Course offices.
- Shaped outreach strategies across social media and campus events to strengthen student engagement and build meaningful connections.
- Collaborated with faculty to develop curriculum and instructional materials informed by student needs and program objectives.

Junior Consultant Intern

June – Aug 2024

Clean i.T

Athens, Greece

- Designed and executed a comprehensive research plan, incorporating interviews, surveys, and database analysis to obtain consumer insights and competitive intelligence.
- Identified emerging trends and consumer preferences to uncover market opportunities and areas for growth.
- Synthesized consumer, competitor, and market findings into actionable recommendations for Clean i.T.'s global expansion strategy.

EDUCATION

VCU Brandcenter

2024 – 2026

- Master of Science (M.S.): Business/Branding
Concentration: Strategy

Virginia Commonwealth University

2022 – 2024

- Bachelor of Science: Marketing
Concentration: Marketing Communications and Analytics

Piedmont VA Community College 2020 – 2022

- Associate of Science in Business
Administration

SKILLS

- Creative Brief Writing
- Cultural & Trend Analysis
- Quantitative & Qualitative Research
- Brand Strategy & Positioning
- Industry Analysis
- Social Media Management
- Public Speaking

TOOLS

- Generative AI — Prompt Engineering & Workflow Assistance
- Talkwalker
- MRI Simmons
- Google Ads & Google Analytics
- Microsoft 365
- SPSS