

TIARA STRAIT

Strategist

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EXPERIENCE

Marketing Graduate Assistant

Dec 2024 – June 2026

VCU – Department of Special Programs

Richmond, VA

- Developed marketing campaigns across newsletters, social media, events, and student trainings, increasing engagement and enrollment for VCU's First-Generation Student and Summer Course offices.
- Planned and supported campus events while maintaining a strong social media presence across multiple platforms to improve outreach and strengthen student connections.
- Assisted faculty with curriculum development and the preparation of instructional materials.

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.
- Conducted market research to identify emerging trends and consumer preferences
- Synthesized consumer, competitor, and market findings into actionable recommendations for Clean i.T.'s global expansion strategy.

Junior Consultant Intern

May – June 2024

Shoosmith Construction Co.

Richmond, VA

- Presented key insights and strategic recommendations to company executives, informing planning and supporting future growth.
- Led a research plan utilizing surveys, interviews, and data analysis to evaluate market dynamics.
- Conducted market research identifying emerging trends and consumer preferences, delivering insights for business expansion opportunities.

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