



TIARA STRAIT

STRATEGIST

CONTACT

-  tiarastrait.com
-  tstrait2020@gmail.com
-  [linkedin.com/in/tiara-strait/](https://www.linkedin.com/in/tiara-strait/)

EDUCATION

VCU BRANDCENTER 2024 - 2026

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

VIRGINIA COMMONWEALTH UNIVERSITY AUG 2022 - MAY 2024

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

PIEDMONT VA COMMUNITY COLLEGE AUG 2020 - MAY 2022

- Associate of Science: Business Administration

SKILLS

- Creative Briefs
- Quantitative & Qualitative Research
- Brand Strategy & Positioning
- Global Strategy Consulting
- SPSS
- Talkwalker
- Google Ads/Analytics
- MRI Simmons
- Deck Design

EXPERIENCE

VCU - Department of Special Programs DEC 2024 - PRESENT Marketing Graduate Assistant RICHMOND, VA

- Develop and manage marketing campaigns for VCU's First-Generation Student Office and Summer Course Office, including newsletters, event promotion, and student-facing trainings to drive engagement and enrollment.
- Plan and support campus events while maintaining a strong social media presence across multiple platforms to enhance outreach and student connection.

Clean i.T JULY - AUGUST 2024 Junior Consultant Intern ATHENS, GREECE

- Analyzed market conditions and industry trends to evaluate expansion opportunities for Clean i.t, a Greek cleaning company with international ambitions.
- Designed and executed a comprehensive research plan—including interviews, surveys, and database analysis—to gather both consumer insights and competitive intelligence.
- Delivered strategic recommendations to the CEO and board, translating research findings into actionable business opportunities.

Shoosmith Construction Co. MAY - JUNE 2024 Junior Consultant Intern RICHMOND, VA

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for potential avenues for business expansion at Shoosmith Construction.
- Led a research plan using surveys, interviews, and data analysis to assess market dynamics.
- Shared key insights and forward-looking recommendations with company executives to support strategic planning and future growth.

Poe Museum DEC 2023 - APRIL 2024 Marketing Research Live Client Project RICHMOND, VA

- Led in-depth market and competitive research for the Poe Museum, formulating actionable insights and recommendations that were ultimately chosen as the team's winning strategy.

THINGS I COULD TALK ABOUT FOR DAYS

- Being a long-term substitute teacher for 5 years
- My obsession with Chicago
- My side hustle using our profits to go to a Brazilian Steakhouse (the best meal of my life)
- Camping in Death Valley, CA for 9 days and conducting geology research
- Cici's pizza is delicious
- My greatest values: Gratitude and Empathy