

Tiffany Tran

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EDUCATION

New York University, School of Professional Studies

Bachelor of Science in Leadership and Business Management, Concentration in Marketing

Google Digital Marketing & E-commerce Professional Certificate

New York, NY

Expected: Fall 2026

Completed: Feb 2021

EXPERIENCE

Co-Founder & Chief Marketing Officer (CMO)

Micro - AI Productivity App

Jul 2026 – Present

Brooklyn, NY (Remote)

- Conducted 12+ one-on-one user interviews and translated recurring pain points into onboarding, messaging, UX, and product decisions across 15 iterative TestFlight builds.
- Built the landing page and Brevo CRM from the ground up, generating 30 waitlist signups ahead of beta and supporting launch communications.
- Launched brand presence across Instagram, TikTok, X, Threads, Discord, YouTube, LinkedIn, and Reddit, developing channel-specific positioning and pre-launch content.
- QA tested TestFlight builds, documented friction points, and incorporated founder and product-designer feedback to refine core workflows, navigation, and launch readiness.

Executive Assistant & Transaction Coordinator

Christina Mai REALTOR (Compass)

Nov 2024 – Present

DC, MD, VA (Remote)

- Manage CRM, Google Business, and transaction workflows across agents, clients, vendors, and support teams, keeping marketing and transaction activity organized.
- Coordinate listing launches, including photo/video shoots, social content, and marketing assets, to ensure consistent, on-time execution.

Licensed Veterinary Technician

Banfield Pet Hospital

Mar 2021 – Present

Falls Church, VA

- Streamlined clinical workflows, reducing patient intake and treatment delays by approximately 2 hours per shift; led OSHA protocol training for 30 team members.
- Manage 10-20 patient cases per day, making real-time prioritization decisions in a fast-paced, cross-functional environment.

Short-Term Rental Co-Host

Legacy Developers LLC

Feb 2025 – Aug 2026

Remote

- Maintained multi-platform guest operations, contributing to 1+ year of Superhost status, a 4.8/5 rating, 100% response rate, and 0% cancellations on Airbnb.

PROJECTS

Real World Course: FOX Sports Campaign Brief

NYU School of Professional Studies

Fall 2026

New York, NY

- Part of a student team competing to develop campaign recommendations for FOX Sports, based on market and audience research, with the best solutions considered for implementation.

BreadSync (Sports Betting Tracker)

Product & UX Advisor

Feb 2026

- Advised on website structure, UX clarity, and product presentation, providing ongoing feedback on user-facing decisions.
- Supported the team as the platform grew to 500+ users and \$20,000 in revenue within 6 months, including revenue from a brand partnership.

Shoppable Video Commerce Concept

NYU New Tech for Advertising & PR Course

Fall 2025

- Analyzed shoppable video and e-commerce to identify conversion opportunities and developed a mock interactive video-to-checkout campaign.
- Assessed implications of live commerce on user engagement and purchasing behavior.

ACTIVITIES

TEDxNYU

Marketing Committee Member

Oct 2026 – Present

New York University

Product Management Club

Member

Sept 2026 – Present

New York University

SKILLS

Marketing: Go-to-market strategy, Growth marketing, Product marketing, Content strategy, Campaign development, Consumer research, CRM

Product: User research, Product discovery, MVP prioritization, QA testing, UX feedback, Workflow optimization

Tools: Brevo (CRM), TestFlight, Google Workspace, Microsoft Office, PowerPoint, Canva, CapCut, Claude, ChatGPT, Gemini