

CAI STRACHAN

STRATEGIST

EDUCATION

VCU Brandcenter - Richmond, Virginia | May 2026
M.S., Business, Strategy

The Ohio State University - Columbus, Ohio | May 2024
BA, Strategic Communications
BFA, Dance

WORK EXPERIENCE

Communications Coordinator - Richmond, Virginia | Present
VCU Campus Card Services

- Develop marketing strategies
- Manage social media accounts
- Manage info tables at events
- Organize office events & initiatives

Marketing Assistant - Columbus, Ohio | 2023-2024
Brother(hood) Dance Company

- Video Editing
- Video Recording
- Creating Flyers

Strategy Marketing Intern - Atlanta Georgia | 2023
Chemistry Agency

- Created Social Briefs
- Created Deck for Five Guys, Clearview, and Beyond Meat
- Financial Influencer Research
- Update competitor's spreadsheet
- Created Audits
- Mid-Year Trend Reports

Marketing Intern - Atlanta Georgia | 2023
October Social Media Agency

- Writing content
- Posting content

Marketing Intern - Nassau, Bahamas | 2022
CG Atlantic Insurance

- Organized & documented marketing paraphernalia
- Managed campaign activations
- Coordinated PR project: live radio and broadcast news
- Attended marketing workshop w/ Chemistry Agency

CONTACT

(951) 350-5514
caimarie.str@gmail.com

SKILLS

Creative Problem Solving
Brand Positioning
Deck Design + Layout
Interviews + Focus Groups
Market + Competitive Analysis
Qualitative + Quantitative
Research
Brand Audits

TOOLS

Final Cut Pro
Canva
iMovie
Adobe Creative Suite
Microsoft Office

AWARDS

Black Advertising Strategic
Communication Association
Scholarship Award

ABOUT ME

I was born and raised in Nassau, Bahamas.

I've travelled to 10 countries.

I danced my entire life since the age of 4.

I went to boarding school for high school.

I love spicy food.

I enjoy makeup, shopping, travel & photography.