

Tran Tran

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PROFESSIONAL EXPERIENCE

Fellow to Office of Global Chairman, Hill+Knowlton Strategies, Austin, TX January-May 2015

- Provided day-to-day support to global senior leadership.
- Contributed ideas, in-depth research and editing to internal projects.
- Compiled and edited monthly reports to global employees.
- Curated global content for social media.

Marketing-Public relations intern (virtual), Quotiful LLC, New York, NY May-November 2014

- Worked alongside founder and team on branding, community management, PR and Kickstarter efforts.
- Created content strategy and analytics reports for social media, blog and email (using MailChimp).
- Developed targeted email outreach to user groups, Kickstarter donors and media/blog contacts.

Strategy intern, T3, Austin, TX July-August 2014

- Conducted in-depth competitive and industry research supporting work for varied clients.
- Compiled and presented key findings to internal teams.
- Spearheaded independent research on an internal strategic initiative.

Marketing-Public relations intern, The EDSA Group, Baton Rouge, LA May-December 2012

- Crafted targeted monthly email campaigns to different client audiences (using InfusionSoft).
- Researched and wrote for the company's financial education blog (using WordPress).
- Managed content and rebranding strategy for social media.
- Wrote and edited other marketing content.

Copy editor, The Daily Reveille, Baton Rouge, LA August 2011-May 2012

- Proofed news copy for grammar, AP style, readability and accuracy.
- Designed layout and graphics as needed.

OTHER EXPERIENCE

Student worker, LSU University Relations, Baton Rouge, LA January 2011-May 2014

- Assisted in marketing research, media relations and administrative tasks.

Event coordinator, 2013 Oxfam Hunger Banquet at LSU, Baton Rouge, LA June -December 2013

- Handled outreach and ensured coordination among executive team, speakers, partner organizations, vendors, volunteers, campus and community groups.
- Directed and contributed to design efforts.
- Co-hosted the event.

Marketing Chair, LSU Homecoming 2011, Baton Rouge, LA June-November 2011

- Developed marketing plan and oversaw social media, outreach and promotional efforts.
- Coordinated team of eight and volunteers.

EDUCATION

Bachelor of Arts in Mass Communication: Public Relations, Louisiana State University (LSU) May 2014

Minors: Business Administration, International Studies

GPA: 3.5

Leadership: PRSSA (Diversity Committee), Rotaract (International Chair), Golden Key, Habitat for Humanity

Other: Exchange semester at Universidad de Puerto Rico-Río Piedras, San Juan, PR

Awards: LSU Distinguished Communicator

SKILLS

Languages: Vietnamese (fluent), Spanish (limited working proficiency).

Technology: Microsoft Office Suite, WordPress, InfusionSoft, MailChimp, InDesign, Photoshop, HootSuite.