

Ethan Vuong

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EDUCATION

University of California, Riverside | B.S. in Business Administration, Management concentration

- GPA: 3.57 | Dean's Honor List, Chancellor's Honor List
- 2024 Collegiate Leadership Competition, 4th place finish

Relevant Coursework: Competitive and Strategic Analysis, Organizational Behavior Management, Brand Management, Marketing and Distribution Management, Judgement and Decision Making, Designing and Leading Teams, Leadership Development

Additional Languages: Cantonese and Mandarin

WORK EXPERIENCE

Event Specialist Intern

June 2023 - September 2023

CORSAIR

- Devised company booth at Best Buy Holiday Leadership Meeting, a B2B event with 1,500 attendees
- Managed all event travel logistics: booking flights and accommodations, travel arrangements, and per diem budgets
- Responsible for meeting scheduling, budget allocation, and building of TAF, product list & signages, staff, merch, etc.
- Campaigned 4 new activation ideas that were utilized at the company booth at Gamescom, a B2C event with 300,000 attendees
- Supported Trade Marketing team through revamp of company retail catalog and product POP signages
- Created 11 new apparel and merch designs to be produced and distributed at events
- Liaised with outside vendors to acquire quotes for product shipping and delivery

Community Assistant

June 2022 - June 2023

American Campus Communities- North District UCR

- Responsible for directly educating and engaging with over 70 residents in the community
- Practiced conflict resolution and communication skills when handling roommate conflicts
- Created meaningful event programs to build interpersonal relationships between residents, netting over 100 attendees
- Aided 1,500 bed space property with all office inquiries via phone, e-mail, and face-to-face interactions
- Performed front desk operations including fielding phone and email communication, package/mail distribution
- Collaborated to brainstorm effective traditional and creative marketing efforts to fill current and future period vacancies

EXTRACURRICULARS

Vice President and Head of Events

January 2022 - June 2024

Highlander Gaming at UCR (HLG)

- Oversaw the three departments of Highlander Gaming Club (Esports, Events, Media) with 30 staff members total
- Hosted tournaments and social events for club members every Friday averaging 60 members
- Remodeled weekly tabling sessions to double engagement with new potential members on campus
- Engaged with 30+ members by hosting weekly online interactive social events through Discord
- Collaborated with other schools (i.e., USC, UCLA, SDSU, etc) to participate in tournaments such as HighlanderCon
- Spearheaded planning of annual flagship event, HighlanderCon, netting over 1,300+ attendees within the community
- Delegated day-of event tasks to 25+ volunteers (check-in, escorting competitors, assembling set-up, etc)

Events Intern

August 2023 - June 2024

Associated Students Program Board at UCR (ASPB)

- Cooperated within team members to plan events for undergraduate student body at UCR (roughly 23,000 students)
- Assisted in day-of execution of all school concerts averaging 6,000 students each
- Participated in weekly tabling sessions to promote upcoming school events
- Fulfilled weekly front desk secretarial shifts to streamline communication between student body and ASPB
- Corresponded with outside food vendors to acquire quotes for available listings

Student Ambassador

October 2022 - June 2023

CORSAIR

- Represented the CORSAIR brand as the on-campus representative
- Promoted CORSAIR products through a series of social media posts, averaging 3,000 engagements each
- Maintained relations between the University Esports program and CORSAIR through sponsored events and activations
- Conducted weekly tabling activations to grow campus presence, reaching 100 student interactions per session

CERTIFICATES

- Management and Strategy Institute- Agile Project Management Fundamentals
- Google Foundations of Project Management