

Ethan Vuong

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WORK EXPERIENCE

Lab Manager

Serendipity Labs

Los Angeles, CA

May 2025 - Present

- Chaired Instagram marketing revamp to increase follower base by 120%, driving over 3 inbound inquiries
- Re-engages 100 + broker-generated leads with personalized follow-ups, resulting in 5 site tours and 2 active proposals
- Organized 5 networking events for Lab members, averaging 20 attendees per event
- Conducted targeted market research and initiated cold outreach via email and phone to 80+ local law firms
- Manages all inbound client communications across phone and email through Salesforce

Event Specialist Intern

CORSAIR

Milpitas, CA

June 2023 - September 2023

- Devised company booth at Best Buy Holiday Leadership Meeting (B2B, 1,500+ attendees)
- Arranged event travel logistics, including flight booking, accommodations, travel arrangements, and per diem budgets
- Oversaw meeting schedules, budget tracking, TAF preparation, product list, signages, staff assignments, merchandise
- Proposed and implemented 4 activation concepts used at Gamescom (B2C, 300,000+ attendees)
- Assisted Trade Marketing team with redesign of retail catalog and product POP signages
- Created 11 new apparel and merchandise items for even distribution
- Communicated with external vendors to obtain shipping and logistics quotes

Community Assistant

American Campus Communities

Riverside, CA

June 2022 - June 2023

- Organized community events with 100+ attendees to boost engagement
- Supervised floor of 70+ residents and mediated 10+ roommate conflicts through regular outreach and educational initiatives
- Aided 1,500 bed space property with all office inquiries via phone, e-mail, and face-to-face interactions
- Oversaw front desk operations, including phones, emails, and 200+ packages/month
- Supported marketing efforts that contributed to 96%+ occupancy rates.

EXTRACURRICULARS

Vice President and Head of Events

Highlander Gaming at UCR

Riverside, CA

January 2022 - June 2024

- Supervised a 30-person staff in managing event operations and logistics across 3 departments: Esports, Events, and Media
- Led planning of annual event, HighlanderCon, drawing 1,200+ community members
- Organized weekly in-person and online tournaments/socials averaging 80 attendees and 30+ virtual participants
- Redesigned tabling strategy, doubling new member engagement
- Coordinated intercollegiate tournaments with USC, UCLA, SDSU, and others
- Supervised 25+ volunteers for day-of logistics and event operations

Events Intern

Associated Students Program Board at UCR (ASPB)

Riverside, CA

August 2023 - June 2024

- Cooperated planning of campus-wide events for 23,000+ undergraduate students
- Assisted day-of operations of concerts averaging 6,000 attendees each
- Promoted events through weekly tabling and student outreach
- Managed front desk duties to improve ASPB-student communication
- Contacted 6 food vendors to gather quotes and align event logistics

EDUCATION

University of California, Riverside

Riverside, CA

BS, Business Administration, Management Concentration

Awards: Dean's Honor List, Chancellor's Honor List, Collegiate Leadership Competition: 4th Place Finish

Certificates: Management and Strategy Institute - Agile Project Management Fundamentals, Google Foundations of Project Management

Additional Languages: Cantonese and Mandarin

SKILLS

Technical Skills: Salesforce | Outbound Prospecting | Event Planning | Pipeline Management | Market Research

Soft Skills: Critical Thinking | Relationship Building | Adaptability | Problem Solving | Collaboration | Decision Making