




# ANGELIA TRAN

## SOCIAL MEDIA INTERN

### CONTACT

 (669) 273 - 6757

 angelmxtran@gmail.com

 20183 Sanquinella Cir  
Riverside, CA 92507

### EDUCATION

Media Studies + Marketing Minor

#### University of California, Riverside

(September 2021 - May 2025)

- CS006, CS008, ART006
- Active board member of Highlander Gaming, Fitness Angels, and Design Club (Marketing VP)

Professional Certificate

#### Google Digital Marketing

Dec 2023 - Present)

- Learned the fundamentals and methodologies of Digital Marketing
- Trained through analyzing marketing plans and KPIs.
- Built an e-commerce website with product mockups

### PROGRAMS

- Google Suite
- Adobe Creative Suite
- Canva
- Shopify
- Mailchimp
- Blender
- Unity

### SKILLS

- Graphic Design
- Content Creation
- Branding
- Empathy Mapping
- HTML
- 2D Animation

### EXPERIENCE

#### Marketing Associate

UC Riverside HUB

2023 - Present

- Effectively managed the official Instagram and TikTok accounts, leveraging industry-leading software tools to ensure consistent posting.
- Spearheaded marketing campaigns with the team to increase student awareness by spreading important administration news, and promoting HUB resources.
- Analyzed and provided usability feedback for the HUB's website, increasing website trafficking by **15%**.

#### SMM/Content Creation Freelancer

Highlander Gaming Club

2022 - Present

- Built personal cliental through outreaching to local, small businesses.
- Curated digital flyers that model the company's branding and aesthetics.
- Increased RoyalTea social media awareness, with a **123.3%** increase in Instagram engagement and **26%** in followers.
- Navigated industry trends to ensure trendy and innovative content.
- Demonstrated proficient copywriting skills through creating engaging captions and taglines that align the brand's identity.

#### Social Media Manager

Fitness Angels

2022 - Present

- Fostered an inclusive community on UC Riverside's campus, encouraging students to achieve their fitness and health goals.
- Responsible for weekly email marketing, reminders, and social media posts.
- Recorded and edited short-form video content, recaping previous events.
- Designed graphics for the club's social media, while pertaining to the club's branding and mission.

#### Marketing Intern

DesignMy

June - Sept 2023

- Developed innovative strategies to increase the company's sales, engagement, and brand loyalty. (100+ users)
- Brainstormed copywriting, content creation, AI software, and hashtag ideas for clients.
- Communicated with clients weekly to receive user feedback and answer concerns.
- Analyzed SEO performance reports and profile analytics for social media growth. (1,500+ view increase)

### LANGUAGES

English 

Vietnamese 