

Hong Anh Tran

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PROFILE

A recent Marketing graduate from Carleton University with a strong background in graphic design. 4+ years of experience in creating and executing full marketing campaigns from scratch: communicating with potential clients, develop and execute campaign ideas, media content creation. Familiar with and capable of contributing to all marketing phases.

Passionate about bringing ideas to life and create a compelling and aesthetically pleasing story through design. Innovative problem solver; suggesting prompt and creative service strategies to create an unwavering bond with customers, therefore, increasing customer satisfaction. Having a flexible schedule and being able to work evenings, weekends, and holidays. Link to my design portfolio: <https://pinkbro21.myportfolio.com>

KEY SKILLS

Language skills: English (Fluent) & Vietnamese (Intermediate)

Skills:

- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom, InDesign, XD); Figma; Davinci Resolve
- Gephi; Tableau
- Python, HTML, CSS

Certificates

- Our Wave Hub “No-Code & Marketing Fundamentals” Certificate
- HubSpot SEO Marketing
- HubSpot Inbound Marketing

RELATED EXPERIENCE

Our Wave Hub x Apple Canada

Ottawa, ON

Lead Instructor

June 2022 – August 2022

- Designed a developmentally creative and integrated curriculum that meets the needs of 200 students
- Established a free-to-ask active network for students and young professionals for support and inspiration
- Directly worked with 20 students: 5 out of 20 joined the Hackathon and 1 of them won the second prize

Twelve07

Ottawa, ON

Creative & Marketing Director

May 2019 – Present

- Develop and lead a wide range of marketing campaigns including visual contents (photos, videos, posters, merchandise...) across social media platforms and streaming platforms (Spotify, Youtube...) for in-house artists
- Manage brand identity for the "twelve07" brand as a whole and for each of the 5 artists
- Design contents and craft ideas for social media platforms including taking pictures and videos, scouting for shoot locations, planning for shows...

Vietnam Television (VTV)**Hanoi, Vietnam***Intern*

September 2020 – December 2020

- Developed and assisted in writing scripts for movie trailers and TV show trailers
- Organized and assisted in press releases of shows, movies, and events (Celebration of 50th year of VTV)
- Initiated ideas for shows and events; 3 ideas have been on national television (VTV3)

VIET VISION**Hanoi, Vietnam***Marketing Assistant*

February 2021 – August 2021

- Cooperated with a team of at least 7 in order to help foster a culture dedicated to delivering a standardized high-end client experience
- Prepared and designed presentations, manuscripts, abstracts, and book chapters for publication
- Performed technical duties for marketing studies in the field of optical medicine and surgery
- Facebook Vietnam has sent compliments on the quality and the design of the content published on Viet Vision's page

ALDO**Ottawa, ON***Sale Assistant*

September 2019 – March 2020

- Cooperated with a team of at least 5 in order to help foster a culture dedicated to delivering a standardized high-end client experience
- Communicated product feedback to the management team that allowed continuous improvements of the merchandise
- Consistently triggered revenue growth, generating 75% sales growth for every single month

EDUCATION**Carleton University**

September 2018 – April 2023

Ottawa, Canada

- Major: Marketing
- Scholarship
- Good Standing Student (maintain an average above 80%)

Bodwell Highschool

September 2016 – Dec 2017

Vancouver, Canada

- Graduated with Ontario Secondary School Diploma in 2017
- Honor Roll Student (maintained an average above 80%)
- Achieved 100+ hours of community service