

# Thong Quoc Tran

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## OBJECTIVE

E-commerce student passion in technologies that help build a strong and recognizable online presence for organizations and businesses.

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## EDUCATION

Ferris State University

**Bachelor of Science in Business Administration,**

*December 2016*

Concentration in E-Commerce

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## SKILLS

Proficiency in social media tools: Klout, Post planner, and Pagemodo

Experience with HTML, CSS, and Pixlr Editor

Proficient in email marketing, event planning, presentation, and public speaking

Bilingual (English/ Vietnamese)

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## PROFESSIONAL EXPERIENCES

Ferris State University

Office of International Education

**Marketing assistant,**

*January 2016 - Present*

- ❖ Write weekly email for student activities
- ❖ Create high conversion Google form for campus activities
- ❖ Nurture student's engagement with emails following up individually
- ❖ Design and craft squeeze pages using Get Response to capture interested students' emails for leaderships organization
- ❖ Increase engagement contents on social media (Facebook and Instagram)

International Student Organization

**President,**

*May 2015 - Present*

- ❖ Direct and set agenda for group meetings, coordinate campus events, communicate for teamworks, project budgets for events, allocate fund sponsors, and oversee collaboration with other organizations.
- ❖ Recruit and delegate works within the organization events and operations

**Student Social Media Coordinator,**

*September 2014 - May 2015*

- ❖ Facilitated content development in a team for weekly posts
  - ❖ Integrated activities of social media accounts
  - ❖ Analysed metrics with Klout Score
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## ACTIVITIES

President, International Student Organization: Spring 2015 - Present

Member, Ferris Running Club: Spring 2013 – Present