

Thong Quoc Tran

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OBJECTIVE

I am an e-commerce student passion in building a strong and recognizable online presence for businesses. I love to work creating contents and building traffics, and a loyal customer email list.

EDUCATION

Ferris State University

Bachelor of Science in Business Administration,
Concentration in E-Commerce

December 2016

SKILLS

Proficiency in social media tools: Klout, Post planner, and Pagemodo
Experience with HTML, CSS, and Pixlr Editor
Familiar with Google Adwords, Google Analytics, Javascript, and JQuery
Bilingual (English/ Vietnamese)

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
Member, American Marketing Association: Fall 2014 – Present