

CLARA SUONG TRAN

11-27 31st Dr., Apt 1, Astoria, NY 11106

540-319-1772

trans13@mail.wlu.edu

EDUCATION

Washington and Lee University – Williams School of Commerce, Economics and Politics - Lexington, VA

- Bachelor of Arts in Economics; Minors in Finance and Journalism
- GPA: 3.6/4.0 – SAT: Math 800, Verbal 600, Math II 740
- Full 4-year International Student Scholarship
- Coursework: Macroeconomics, Microeconomics, Econometrics, M&A, LBOs and Divestitures, Financial Statements Analysis, Intermediate Accounting, International Trade, Reporting on the Economy

WORK EXPERIENCE

Brunswick Group – Financial Communications Intern – New York, NY 09/2013 – present

- Currently interning with Brunswick Group, a leading Financial, M&A and Corporate Communications Consultancy
- Supporting stakeholders communication, research and real-time media monitoring activities for clients
- Preparing daily comprehensive media analysis of the Eurozone sovereign debt crisis for a multinational bank client

Fleishman-Hillard – Corporate Financial Communications Intern – New York, NY 06/2013 – 08/2013

- Helped firm secure new business with Zurich Insurance Group by conducting comprehensive media audit and research
- Analyzed Bank CEOs' public relations activities and recommended strategies to increase Citi executives' media visibility
- Secured 1 ESPN radio podcast and 3 game reviews on football teams' fan sites for EA Sports NCAA Football 14

Woori Investment & Securities – Equity Research Intern – Hanoi, Vietnam 06/2012 – 08/2012

- Performed financial analysis on operating health of companies in VSI-20 (top 20 Vietnamese businesses with largest market cap). Modeled future expected financials and forecasted price targets using fundamental analysis
- Reconstructed existing DCF model which was selected to be used in future valuations by the Research Division
- Developed method for using the CAMELS rating system to evaluate commercial banks' performance

Ogilvy Public Relations Worldwide – Account Coordinator – Hanoi, Vietnam 06/2011 – 08/2011

- Planned and facilitated promoting events of Ford Fiesta's launch campaign in Vietnam, resulting in sales of 400+ new Fiesta cars nationwide in first 3 months
- Pitched Ford's news to 20+ national media outlets, leading to 150% increase in positive media coverage in 2 months
- Wrote speeches for Ford's Managing Director to deliver in news conferences and events

LEADERSHIP EXPERIENCE

The Creative Kid Project – Co-founder – Hanoi, Vietnam 03/2012 – 08/2012

- Solicited and managed a \$2,000 budget funded by Brown University, Toyota and Vietnam Investment Gateway
- Planned and executed publicity campaigns to establish The Project as Vietnam's first non-profit kids leadership program
- Secured media coverage for The Project on 2 broadcasting outlets and 5 national newspapers

Stanford's Gumball Challenge Initiative – Co-founder – Lexington, VA 03/2011

- Started a lunch delivery service for Washington and Lee professors & staff and worked with team to generate \$400 profit in a week from an initial investment of \$27

ACTIVITIES, SKILLS & INTERESTS

Activities:

- Annual Fund Phonathon: Cold-called alumni and solicited \$20,000+ in donation for the W&L Annual Fund
- W&L Dance Company; SWANK Crew: Choreographed and performed dance routines in various events on campus
- International Student Association: Organized social activities for W&L international students community

Languages & Skills: Vietnamese (native), Mandarin (conversational), Factiva, Stata, Bloomberg Terminal

Interests: Aspiring entrepreneur, passionate hip-hop dancer, amateur Vietnamese-cuisine chef, avid video gamer