

Chau Luu

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EDUCATION

University of Georgia

Bachelor of Business Administration in Marketing and International Business

Minor: Korean Language and Literature

Athens, GA

May 2022

Overall GPA: 3.65/4.00

SKILLS

- **Certifications:** New Media, Google Analytics, Google Search Ads
- **Technical Skills:** HTML/CSS (Proficient), WordPress (Proficient), Adobe Creative Suite (Proficient), Figma (Proficient), Microsoft Office (Proficient), Google Workspace (Proficient)
- **Language Skills:** Fluent in Vietnamese, Intermediate Korean

WORK EXPERIENCE

Administrative Assistant, TC Realty, Morrow, GA

May 2019 - January 2024

- Streamlined process to reduce time waste when organizing properties' files, updating contractors' bills, generating expense reports, and inputting financial transaction data using Excel, Appfolio, and QuickBooks
- Received and processed over 20 tenants' payments and landlords' rent disbursement monthly

UI/UX Designer, UGA Office of Global Engagement, Athens, GA

January 2022 - April 2022

- Assisted in migrating and reorganizing the Department current tutorial website contents to a new hosting
- Designed website mockups and iterations to help visualize website redesign options and develop website templates to be used on the new website while consulting with supervisors and colleagues for feedbacks

PROJECTS

Xbox Digital Marketing Strategy

August - December 2021

MARK 4650S: Digital Marketing Analytics, Athens, GA

- Performed competitor and customer analysis, conducted website review, and created a marketing campaign aimed to increase sales of the Xbox Ultimate/Live Gold game pass
- Developed a marketing strategy plan utilizing Google Analytics to track key performance metrics, Google Search Ads to reach the right audience through relevant keywords and SEO, Facebook Ads to build core, lookalike, and custom audience, and Salesforce Email to engage with the customers throughout the path to purchase

Spotify Integrated Strategic Marketing Plan

January - May 2021

MARK 4500: Service Marketing, Athens, GA

- Collaborated in a team of 5 to perform in-depth SWOT analysis and situational analysis focusing on the 7 P's of marketing to provide a better understanding of Spotify, music streaming markets, customers, and competitors
- Provided recommendations based on findings to help Spotify achieve a successful launch in South Korea

Kakao Digital Marketing Strategy Recommendation

January - May 2021

MARK 4450: Social Media Marketing Strategy, Athens, GA

- Performed secondary research and generated market analysis, market segmentation, and competitor review
- Created customer personas, developed a social media marketing campaign, implementation plan, and an editorial calendar to help Kakao increase its user base in the U.S.

YouTube Music Marketing Research

August - December 2020

MARK 4000: Marketing Research for Business Decision, Athens, GA

- Led a team of 5 to conduct focus group interviews and designed a survey based on the discussion about the service's features and price plans.
- Performed SWOT analysis, used SPSS to examine data collected from 120+ responses, and developed recommendations for opportunities of improvement on marketing strategies

CAMPUS INVOLVEMENT

Newell Brands' FoodSaver Client Team

August - December 2021

UGA American Marketing Association, Athens, GA

- Collaborated as a team of 6 to perform market research, competitor and customer analysis, analyzed FoodSaver's social media presence, and developed an engaging posting schedule to reach their new target segment
- Presented findings and recommendations for improving UX design and content creation based on trends

Graphic & Web Designer

August 2018 - May 2021

UGA Vietnamese Student Association (Marketing Committee), Athens, GA

- Designed graphics to promote VSA's annual culture show, "Night in Saigon", which sold 900+ tickets each year
- Collaborated with a team of 5 to create a promotional website for "Night in Saigon 17" using HTML/CSS
- Provided iterations of improved graphics and website versions based on feedback from team members