

ELAIN TRAN

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EDUCATION

The University of Texas at Austin
Aug 2017
B.S. in Nutrition
McCombs Business Foundations Certificate

TOOLS

Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Google Drive
Adobe Photoshop

SKILLS

Event Planning
Email Correspondence
Budget Management
Social Media Marketing
Record Management
Customer Service
Data Entry
HTML/CSS

COURSES

Data Analysis for the Health Sciences
Foundations of Accounting
Foundations of Finance
Foundations of Marketing
Information Technology Management
Legal Environment of Business
Organizational Behavior and Administration

EXPERIENCE

Office Assistant – A Star Signs and Printing, LLC

Feb 2018 – Present • Austin, TX • *astarsignsandprinting.com*

- Rebuilt company website using a Wordpress child theme, plugins, and basic CSS to rebrand the online presence
- Produced digital/print assets for businesses and organizations in Austin and its surrounding areas using Adobe Photoshop and Illustrator

Marketing Consultant – Vietnamese American Community of Austin, Texas

Oct 2017 – Feb 2018, April 2018 - Present • Austin, TX • *vacat.org*

- Conceptualized and designed logo, banners, and stationary items for Tet Festival Austin and Austin Mid Autumn Festival, events hosted yearly by VACAT
- Conducted research and devised advertising tactics with marketing team to appeal to the greater Austin community, achieving an attendance rate of 2,000+

Undergraduate Research Assistant – Texas Sprouts

May 2017 – Aug 2017 • Austin, TX • *txsprouts.com*

- Updated 650+ parent and child questionnaire, intervention, and CLIA records in the Redcap database
- Developed a gardening and nutrition related lesson plan that was adopted into the school curriculum of participating elementary schools

ACTIVITIES

Public Relations Chair – Texas Nutrition

Aug 2016 – May 2017 • Austin, TX • *texasntr.com*

- Assisted in the development of promotional strategies for the integration of health and wellness practices, achieving organization recognition and Gold status from both UT Austin and the City of Austin through the involvement of the Healthy Student Organization Program
- Revamped organization website and logo; enhanced navigation scheme of site

Event Coordinator – Asian American Culture

Oct 2014 – Feb 2015, Sept 2015 – Nov 2015 • Austin, TX • *universityunions.utexas.edu*

- Co-coordinated two university-funded events and managed a budget of \$4,500 for advertising, catering, and equipment
- Led 15+ volunteers towards a successful end goal of an average of 500 attendees per event, increasing the attendance rate by at least 20%
- Served as lead liaison between the committee and over 15 cultural and professional student organizations
- Worked with the advertising department in executing integrated event promotional plans through traditional print, social media, and word-of-mouth advertising to reach diverse target populations