

# Eleanor Truong

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Marketing professional with a passion for AI, technology, and their transformative role in shaping our digital experience. I bring a unique lens to strategic storytelling, combining creativity with a strong focus on data-driven insights to optimise marketing performance. Currently focused on advancing my skills in multicultural marketing and AI to help solve complex challenges.

## EXPERIENCE

### Marketing & Communications Coordinator

Sep 2024 - July 2025

#### Polaron Connect

- Project managed the rebrand to Polaron Connect, leading the website launch and comprehensive branding change
- Delivered high-impact campaigns and content, driving business growth and engagement

### Sustainability Communications Intern & Food Waste Feedback Officer

Feb 2024 - Sep 2024

#### City of Monash

Promoted from Intern to Food Waste Feedback Officer, focused on implementing key initiatives under the Council's Environmental Sustainability Strategy:

- Developed sustainability newsletters, web content, collaterals and events
- Directly supported residents with food waste recycling via door-to-door engagement
- Generated insights reports to identify gaps and refine the Council's engagement strategies

### Communications Officer

Dec 2023 - Jul 2024

#### Office of the Deputy Vice-Chancellor (Research) - Monash University

- Amplified research impact through writing grants, award and partnership stories, internal newsletters, speeches and web content

### PR Intern (Government stream)

Jul 2023 - Sep 2023

#### alt/shift agency

- Developed and delivered strategic PR and communications campaigns for government clients spanning media relations, content creation and community engagement
- Key campaigns: FOGO (Sustainability Victoria), Kinder Program (Department of Education), Split Second Competition (Transport Accident Commission)

## EDUCATION

### Bachelor of Media Communication

Oct 2021 - Jul 2024

#### Monash University

- Specialisations: Media and Journalism
- GPA: 3.84
- Academic Excellence Award: Best Overall Student in the Bachelor of Media Communication

## SKILLS

**Marketing:** Branding, Data Analysis, Content Creation, Copywriting, Email Marketing

**Digital tools:** Google Analytics, HubSpot, Zoho CRM, WordPress, MailChimp, Adobe Creative Suite

**Programming & Libraries:** Python, HTML/CSS, Java, JavaScript, R, Pandas, NumPy, Matplotlib

**Languages:** English (fluent), Vietnamese (native), Spanish (C1), Mandarin (B1), Portuguese (A2)