

Helen Tran

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Education

The University of Texas at Austin

Aug 2017 – Present

Bachelor of Science in Advertising

Minor in Business Foundations, Japanese Certificate

GPA: 3.7439

Temple College

Aug 2014 – May 2017

Associates of Art

GPA: 3.892

Leadership Experience

Vietnamese Students Association - Graphics Chair

May 2018 - Present

- Developed promotional plans utilizing digital collateral via social media in order to attract potential attendees and fundraise for the organization
- Contacted businesses to sponsor the organizations' events
- Worked behind the scenes with co-officers to ensure the success of on-campus social events, as well as external events such as Date Auction and Convention
- Utilized WordPress to update the VSA website to reflect changes and provide members with new information in regard to events and updates

Events + Entertainment: Asian American Culture - Event Coordinator

Nov 2017 – Feb 2018

- Coordinated and organized the annual "Lunar New Year" event with two other event coordinators
- Allocated the budget of \$3,000 amongst catering, advertisements, decorations, prizes, and any other additional fees that arose
- Promoted the event through social media and traditional mediums such as flyers and posters to which garnered the interest of 1,500 people
- Communicated to performers regarding availability, performance time, and forms

Volunteer Experience

Summit Elementary - Volunteer Tutor

Sept 2018 – Present

- Corrected and taught elementary students spelling, vocabulary, and grammar
- Oversaw and directed ~20 students to extracurricular activities after completion of work

Academic Projects

Media Foundations

Jan 2019 – Present

- Researched and analyzed information over the course of 15 weeks regarding our brand, Tomlinson's Feed, in order to communicate how the company would be able to target a certain demographic in a specific area.
- Allocated funds from the given budget to utilize different sources of media

Awards + Honors

Temple College President's Honor List (3 Semesters)

Fall 2015 – Spring 2017

Moody College of Communication Dean's Honor List (2 Semesters)

Fall 2017 – Present

Additional Information

Computer Skills

- Microsoft Office
- Adobe Creative Cloud
- Word Press
- Basic HTML & CSS

Languages

- Conversational Vietnamese
- Intermediate Japanese

Work Eligibility

- Eligible to work in U.S. with no restriction