

Helen Tran

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EDUCATION

University of Texas at Austin

BS IN ADVERTISING, 2017-2020

- + Minor in Business Foundations, Certificate in Japanese
- + GPA: 3.6303
- + Gateway Scholars Program

SKILLS

- + Adobe Creative Suite
- + Basic HTML & CSS
- + WordPress
- + Microsoft Office
- + MailChimp
- + Hootsuite
- + Buffer
- + Intermediate Japanese
- + Conversational Vietnamese

ACHIEVEMENTS

- + Moody College of Communications Dean's Honor's List (2 Semesters)
- + Temple College President's Honor's List (3 Semesters)

PROJECTS

Tomlinson's Pet Feed

ADV MEDIA PLANNING FOUNDATIONS, JAN 2019-MAY 2019

- + Researched and analyzed our Austin-based brand, Tomlinson's Pet Feed, and the location of launch, and devised a plan to implement different types of media to launch the company in the Seattle, WA area
- + Distributed funds of \$100,000 from the given budget among different channels of media to launch campaigns, sponsorships, and advertisements to appeal to our target demographic
- + Team was chosen as the winning presentation

INVOLVEMENT

SPOON UNIVERSITY, MARKETER, FEB 2018-PRESENT
TEXAS TOWER, REBRANDING, SEPT 2019-PRESENT

WORK EXPERIENCE

Social Media + Design Internship

AUSTIN AD FED, APR 2019-PRESENT

- + Established a monthly social media posting schedule to increase AAF's social media presence
- + Developed graphic design assets and wrote engaging content for social media platforms and events hosted by the AAF Communications Committee

LEADERSHIP EXPERIENCE

Graphics Chair

TEXAS VSA, MAY 2018-MAY 2019

- + Executed promotional plans utilizing digital collateral via social media to garner organizational interest and fundraising purposes
- + Developed strategies in order to tackle issues such as member retention and organizational presence
- + Utilized WordPress to update the organization's website to reflect calendar updates and provide members with information in regards to upcoming events
- + Awarded "Best Media Presence" by UVSA South

Event Coordinator

CAMPUS EVENTS + ENTERTAINMENT: AAC, NOV 2017-FEB 2018

- + Co-coordinated the annual "Lunar New Year" event with two other event coordinators and led 20+ volunteers
- + 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, and achieved an attendance rate of 1,500 people

VOLUNTEER EXPERIENCE

Summit Elementary

TUTOR, SEPT 2018-MAY 2019

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