



512-299-1747 • helen.tran@utexas.edu • [helentrans.github.io](https://github.io/helentrans)

EDUCATION

University of Texas at Austin

BS IN ADVERTISING, 2017-2020

- + Texas Media & Analytics Sequence
- + Minor in Business Foundations, Certificate in Japanese
- + GPA: 3.6497
- + Gateway Scholars Program

ACADEMIC PROJECTS

Pizza Hut

ADVANCED MEDIA STRATEGIES, OCT 2019-DEC 2019

- + Utilized databases such as Mintel and Claritas to establish an understanding of the national client, Pizza Hut, in terms of their unique selling points, their products and services, and types of consumers
- + Reestablished Pizza Hut's target segments and developed digital and tradition activations for each target
- + Allocated a budget among various media vehicles in order to reach Pizza Hut's redefined target segments
- + Presented our ideas and findings to GSD&M

Tomlinson's Pet Feed

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

ACHIEVEMENTS

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

INVOLVEMENT

SPOON UNIVERSITY, MARKETER, FEB 2018-PRESENT

TEXAS TOWER, REBRANDING ACCOUNT, 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 in the southern region
- + Utilized WordPress to update the organization's website to reflect new information regarding upcoming events
- + Awarded "Best Media Presence" by UVSA South

Event Coordinator

CAMPUS EVENTS + ENTERTAINMENT: ASIAN AMERICAN CULTURE, 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 digital and traditional mediums to achieve an attendance rate of 1,500 people

SKILLS

- + Adobe CC (Ps, Ai, Id, Ae, An, Pr, Lr)
- + Social Media Management (Hootsuite, Buffer)
- + Basic HTML & CSS & WordPress
- + MailChimp
- + Microsoft Office
- + Intermediate Japanese
- + Conversational Vietnamese