

Helen Tran

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EDUCATION

University of Texas at Austin

BS IN ADVERTISING, 2017-2020

- + Texas Media & Analytics Sequence
- + Minor in Business Foundations, Certificate in Japanese
- + GPA: 3.7439
- + Gateway Scholars Program

SKILLS

- + Adobe Creative Suite
- + Basic HTML & CSS
- + WordPress
- + Microsoft Office
- + MailChimp
- + 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; location of launch; and devised a plan to implement different types of media in order to launch the company in 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
- + Chosen as the winning presentation

INVOLVEMENT

SPOON UNIVERSITY, MARKETER, FEB 2018-PRESENT

WORK EXPERIENCE

Social Media + Design Internship

AUSTIN AD FED, APR 2019-PRESENT

- + Established a monthly social media calendar in order to help increase AAF's social media presence and attract potential attendees
- + Managed the creation of graphic design assets, the copy write on social media platforms and for 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 in order to attract potential attendees and for fundraising purposes for the organization
- + Developed strategies in order to tackle issues such as member retention and external presence for the organization
- + Utilized WordPress to update the VSA website to reflect changes and provide members with up-to-date information in regards to events

Event Coordinator

CAMPUS EVENTS + ENTERTAINMENT: AAC, 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 and garnered the interest 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