

## Helen Tran

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2515 Pearl Street. Apt #412, Austin, TX 78705 • 512-299-1747

### Education

#### The University of Texas at Austin

Aug 2017 – Present

Bachelor of Science in Advertising

Minor in Business Foundations, Japanese Certificate

GPA: 3.7439

### Experience

#### Austin Ad Fed – Social Media + Design Coordinator

Apr 2019 – Present

- Established a monthly social media calendar to help increase AAF's social media presence
- Managed the creation of graphic design assets and the copywrite on social media platforms and for events hosted by the AAF Communications Committee

### 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

### 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 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

### 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 Suite
- Word Press
- Basic HTML & CSS

#### Languages

- Conversational Vietnamese
- Intermediate Japanese

#### Work Eligibility

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