

Hang (Luna) Luong

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Education

Duke University | Duke Kunshan University (Dual degree)

B.A. Arts and Media

GPA: 3.8/4.0;

90% Undergraduate Financial Aid Award

Dean's List (Top 10%)

Jiangsu, China

2021 - 2025

Project

Campus Connect: *The All-in-One Social Media Platform for Students*

Co-founder, Market Researcher, Marketing Strategist

09/2023 - Present

- Created a social media platform connecting local Chinese and international students in China, enhancing online communication and engagement.
- Conducted a comparative analysis between the social networking practice of DKU students and Vietnamese traditional universities.
- Designed surveys and analyzed the data to identify key trends in DKU students' social media usage
- Conducted in-depth interviews to gather insights into the participants' experiences.
- Achieved a 3000 USD startup funding from the Center for the Study of Contemporary China (CSCC) at DKU and DKU Innovation and Incubator Lab.

Cultural Diffusion in Online Spaces

Research Scholar, Research Assistant

05/2023 - 01/2024

- Recruited and interviewed 11 interviewees from around the world on the topic of K-pop and its impact on fans' lives.
- Did digital ethnography research, including observation of fans' activities on online spaces, and did the transcripts.

Certificates and Awards

First Place in DKU iCreate Club "Shot on iPhone" Inter-Universities Competition

Professional Experience

Cerberus Marketing

05/2024 - 08/2024

Marketing Executive Intern

- Engaged with international clients such as PennEngineering, Dilma, and Michael Page to develop potential strategies and coordinate services, including liaising with KOLs and conducting consumer insight research.
- Planned, executed, and hosted the second annual think tank event with 50 participants and 10 guest speakers on marketing in China. Managed the content creation, design, and updates for the company's social media platforms, including Instagram and LinkedIn.
- Updated the company's blog bi-weekly with articles on marketing tips in China and company activities.

Crimson Education

04/2024 – Present

Capstone Advisor

- Guide students' Capstone Projects for college application, scale up their projects, and ensure they make a meaningful impact within their communities.

IELTS Langgo

08/2021 – Present

Instructor, IELTS Teaching Team

- Manage classes of 8 students, including giving IELTS lectures weekly, grading, and giving feedback on students' homework and class performance. The percentage of students reached targets at the end of the class is 90%.
- Create content for Langgo's TikTok account, including shooting and interviewing.

Leadership and Involvement***Office of Student Affairs - Residence Life Department at DKU*****Head Office Assistant (OA)**

01/2023 - 01/2024

- Oversaw the Residence Life office desk for a minimum of 5 hours per week, including answering student, responding to emails, coordinating student information.
- Coordinated Residence Life Department's programs and events, including coordinating events' logistics, promoting through various channels, and evaluating such activities for assessments.
- Led ISP (International Student Property), one of the biggest projects of Residence Life, including managing property of over 70 international students, coordinating storage and contact with students, data management, and record-keeping.
- Promoted to Head OA since summer 2023: oversaw a team of 10 people, including allocating tasks, managing their work performance, and regularly reporting to pro staff members of Residence Life.

Learning Community Research Assistant (LCRA)

03/2024 - 06/2024

- Implemented events for first-year students on the theme of Wellness.
- Facilitated educational events for the faculty supervisor of Wellness residence hall.
- Engaged with students individually, helping them setting academic and personal goals.

Duke Kunshan Campus Engagement Arts Team

01/2024 - Present

Visual Arts & Excursion Assistant

- Plan, implement and evaluate annually campus-wide arts events, especially for the Arts and Music Festival, including exhibitions and live performances of bands and dance crews.
- Forge relationships between DKU and artists and other cultural organizations by constant communication and school tours.
- Provide administrative and logistical support to staff team members.

Vietnamese Youth Leadership Summit**Intern, Leader**

05/2022 – 08/2022

- Led a staff team of 5 members, divided work among them, and operated the whole process, including operation and supervision throughout the main 4 days of the event.
- Came up with ideas for the main theme of the program, designed, and organized main activities for campers.
- Co-designed the VYLS 2022's marketing plan and helped spread the impact. The summit had attracted more than 200 applicants all over Vietnam, 100 of which were selected as participants.

Skills

- **Languages:** English (fluent), Vietnamese (native), Mandarin (advanced)
- **Software:** Microsoft Suite, Google Suite, Canva, Capcut, Da Vinci, Adobe Creative Suite: Premiere Pro, After Effects, Photoshop
- **Skills:** Media Management, Creative and Academic Writing, Leadership, Pitching