

# Raymond Tran

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## » Education

**DePaul University**, Chicago, IL

College of Commerce

Bachelor of Science in Marketing and Accounting, 2012

GPA: 3.6/4.0

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## » Work Experience

**Guaranteed Rate**, Northbrook, IL

*Sales Assistant, July 2013-March 2014*

- Launched and managed loan officer's social media presence and drove a 50% increase in Facebook likes
- Managed client database on an ongoing basis for use in email marketing campaigns
- Reviewed, analyzed, and recorded the effectiveness of magazine ads for future campaigns
- Helped organize company networking events by sending invitations via email and recording attendees

**Montessori School of Englewood**, Chicago, IL

*Social Media Specialist, February 2013-July 2013*

- Monitored the school's social media platforms and website that support more than 150 visitors daily
- Made necessary changes and updates to the website with quick turnaround and accurate manner
- Conducted cost analysis and research for Kickstarter fundraising campaign involving the local children's summer camp
- Created promotional brochure and open house flyers for the summer camp project

**Suite Partners**, Chicago, IL

*Brand Activist, June 2012-September 2012*

- Promoted new Nike products and applications specifically Nike Fuelhouse that attracted approximately 100 customers daily
- Interacted and assisted customers with questions as they experienced the Nike Fuelhouse
- Served as event staff for the Nike Fuelhouse campaigns
- Operated computer systems and Nike+ programs that support the daily operations
- Recorded and documented events through taking photographs and video for future use of Nike's social media marketing campaigns

**KBoom! Games**, Chicago, IL

*Social Media/Marketing Intern, March 2012-June 2012*

- Researched search engine optimization(SEO) and social media optimization(SMO) strategies, including key words, click analysis, and costs analysis
- Proposed changes or improvement as needed to upper management based on the results of the research

**Mitsui Rail Capital**, Chicago, IL

*Marketing Intern, January 2012-March 2012*

- Managed online customer feedback and surveys form for SurveyMonkey.com including creating, editing, and testing
  - Organized, updated, and formatted customer data and railcar information spreadsheets
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## » Skills

### Applications

- Worked with Adobe CS5 programs, HTML, CSS, and various social media platforms (Facebook, Twitter, Tumblr, Youtube, WordPress)
- Basic understanding of various programming languages