



# HANH NGUYEN

VINH HANH NGUYEN

## CONTACT

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## EDUCATION

**The University of Georgia, May 2020**

**Grady College of Journalism and Mass Communication**

Bachelor of Arts in Journalism

Major: Advertising

New Media Certificate

**Terry College of Business**

Institute for Leadership Advancement

Personal and Organizational Leadership Certificate

**Cumulative GPA: 3.6/4.0**

## HONORS

- Advertising Diversity and Inclusion Scholarship
- 2018 Dean's List
- HOPE Scholarship
- Asian & Pacific Island American Scholarship Fund

## SKILLS

- Adobe Creative Cloud
- Final Cut Pro
- HTML/CSS Coding
- Social Media Management (Hootsuite)
- Clear Decisions (MRI Data)
- Google DoubleClick Manager, Analytics, AdWords (Basic)

## ADVERTISING EXPERIENCE

### Communications Intern

Department of International Student Life | Athens, GA | August 2018 - Present

- Analyze social media trends to guide and create ISL's social media efforts
- Assist with the delivery and content creation of the weekly and monthly newsletters
- Create resources, such as 1-pagers, guides, and videos, for international students on campus
- Serve as a marketing and public relations consultant for 8 International Student Organizations under ISL

### Digital Media Intern

Wray Ward Agency | Charlotte, NC | June 2018 - August 2018

- Created and pitched an integrated marketing campaign for the client by pulling MRI data for the target audience, allocating a budget of \$500,000 and developing print and digital recommendations
- Monitored digital and keyword campaigns using DoubleClick Manager and Google AdWords by mainly looking at impressions and clicks
- Collaborated with various departments within the agency to discuss project tasks and meet with vendor representatives

### Graphic Design Chair

UGA AdClub | Athens, GA | February 2018 - May 2018

- Worked closely with the VP of Design to create promotional graphics that follow the new guidelines of AdClub's branding
- Collaborated with the executive board to plan and discuss upcoming meetings and events

### Public Relations Chair

Vietnamese Student Association | Athens, GA | February 2017 - February 2018

- Dedicated 4-8 hours a week to executive board meetings, general body meetings and graphic design projects
- Lead monthly general body meetings of 80-140 members with executive board
- Created weekly posts and reminders on Instagram, GroupMe and Snapchat, scheduled Facebook posts using HootSuite
- Implemented social media campaigns that increased Instagram likes by 90 percent and official Facebook likes by 60 percent
- Maintained social media calendar and uses Adobe Photoshop and Final Cut Pro to design over 50 graphics and videos

### Marketing and Decorations Committee Director

Vietnamese Student Association | Athens, GA | October 2017 - January 2018

- Organized Facebook and Instagram contests resulting in 215 total submissions
- Contributed to the marketing efforts that led to a sold-out show with 750 seats
- Delegated tasks to 15 committee members based on each member's skills

## CAMPUS INVOLVEMENT

### Mentor

Vietnamese Student Association | Athens, GA | October 2017 - Present

- Serves as a positive social and academic role model by supporting 4 mentees with their involvement on campus
- Maintains strong relationships with mentees and received the Family of the Month award and the 1st place recognition for a family competition