

# 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 Advertising  
New Media Certificate

Franklin College of Arts and Sciences  
Minor: Communication Studies

#### Terry College of Business

Institute for Leadership Advancement  
Personal and Organizational Leadership  
Certificate

Cumulative GPA: 3.7/4.0

## HONORS

- 2019 Atlanta AdClub Scholarship
- 2018 Advertising Diversity and Inclusion Scholarship
- 2018 Dean's List
- Asian and Pacific Islander American Scholarship Fund

## SKILLS

- Clear Decisions (MRI Data)
- Google DoubleClick Manager, Analytics, AdWords (Basic)
- Adobe Creative Suite
- Final Cut Pro
- Social Media Management (Hootsuite)

## MEDIA EXPERIENCE

### Digital Specialist

Talking Dog Agency // Client: Coca-Cola | Athens, GA | Sept. 2018 - Present

- Conducted a social media audit, SWOT analysis, and competitive analysis
- Used MRI data and Gen Z research to determine target audience's personas
- Organized and lead team meetings by writing meeting outlines and delegating tasks
- Assist with the creation for the visual identity of the Coca-Cola pop-up project

### Media Planner

22squared Mobilize Competition // Client: Georgia Equality | Atlanta, GA | Feb. 2019

- Received the 1st place recognition in the Mobilize Competition
- Created and pitched an integrated marketing campaign for client by conducting target audience research, developing a media plan with social media, radio, and out-of-home tactics, and contributed to the media and message strategy
- Lead team discussion and meetings, delegated tasks, and designed the presentation deck outline

### Digital Media Intern

Wray Ward Agency // Client: VELUX USA | Charlotte, NC | June - Aug. 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 through a detailed media plan
- Monitored digital and keywords 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

## ADVERTISING EXPERIENCE

### Communications Intern

UGA's International Student Life | Athens, GA | Aug. 2018 - Present

- Implement social media campaigns that increased Instagram followers by 7 percent and increased Instagram likes by 48 percent within 5 months
- Create resources, such as 21 guides and 3 videos, for international students
- Advise 17 student organizations with the marketing of their events

### Public Relations Chair, Marketing Committee Director

Vietnamese Student Association | Athens, GA | Feb. 2017 - Feb. 2018

- Lead monthly meetings of 80-140 members with executive board
- Implemented social media campaigns that increased Instagram likes by 90 percent and official Facebook page likes by 60 percent
- Organized Facebook and Instagram contests resulting in 215 submissions and other marketing efforts that led to a sold-out show with 750 seats
- Delegated tasks to 15 committee members based on each members' skills

## CAMPUS INVOLVEMENT

### ILA Diversity and Inclusion Task Force

UGA's Institute of Leadership Advancement | Athens, GA | Sept. 2018 - Feb. 2019

- Formed and initiated ideas with the Task Force to promote the program to students across campus in order to increase diversity and inclusion
- Presented the ILA information presentation to the Vietnamese Student Association

### Language Partner Program

UGA International Student Life | Athens, GA | Sept. 2018 - Dec. 2018

- Paired with Chinese international student and attended social events with partner to improve his confidence and fluency in English
- Peer reviewed partner's formal essays and applications