



HA NGUYEN

MARKETING | FASHION | PHOTOGRAPHY

WORK EXPERIENCE

Savannah Engel Public Relations, Fashion PR Intern

JAN - APR 2020

- Assisting with show & event production for New York Fashion Week
- Press coverage tracking and logging
- Updating of publication, VIP & influencer contacts
- Sample trafficking & inventory management using Fashion GPS
- Celebrity dressing

Plaid Swan, Social Media Intern

SEP - DEC 2019

- Scheduling and publishing social media posts and monitoring engagement for Plaid Swan and assigned clients
- Creating monthly social content calendars
- Capturing photos/videos to accompany social posts
- Organizing Coven BizMix with the participation of 80+ professionals of Cedar Rapids Metro Economic Alliance; photographing at events

Office of Marketing - Coe College, Marketing Intern

JUN - AUG 2019

- Marketing training on SEO, Facebook Lead Gen, web management
- Compiled and analyzed Google Analytics reports on Coe's website
- Event planning and organization for visit days
- Executed website & social media development, video projects.

Office of Marketing - Coe College, Event Photographer

OCT 2018 - PRESENT

Photography coverage (using Adobe Photoshop, Illustrator & Lightroom) for Coe's marketing social media posts at events on/off campus

Freelance Photographer (Cedar Rapids, IA)

National Alliance on Mental Illness - Linn County (NAMI - LC) Open House
Born After Roe - Planned Parenthood North Central States & Raygun Mixer
AsianFest

Office of Admissions, Coe College, International Recruitment Intern

AUG 2018 - MAY 2019

- Assisted with international students recruitment process
- Communicated with prospective students via email and social media
- Implemented recruiting initiatives and project and database management (Slate data system)
- Translated documents and supported Marketing with materials focused on international students

Office of Admissions - Coe College, Telecounselor

JUN 2018 - DEC 2019

Campus Information & Box Office - Coe College, Sales

AUG 2017 - JAN 2020

Global Education Consultant and raining (GET), Hanoi, Vietnam, Sales Intern FEB - JUL 2017

EDUCATION

Coe College, Cedar Rapids, IA

Anticipated Graduation: 2021

GPA: 3.971

Majors: International Business

(Marketing) & Public Relations. Art minor

Honors/Awards:

- Dean's List (2017-2018, 2018-2019)
- Spellman Summer Research Program Associate (2019)
Research Topic: Social Media Marketing for Fashion Brands
- Outstanding Sophomore – STRATA – Senior Women's Honor Society
- Alpha Lambda Delta National Honor Society for First Year

SKILLS

| | |
|---|------------------|
| Photography | Event Planning |
| Adobe (Lightroom, Photoshop, Illustrator) | Public Speaking |
| Communication | Leadership |
| Visual Arts | Customer Service |
| Marketing/Sale | Fundraising |
| Social Media Marketing | Vietnamese |
| | Google Analytics |

Contact

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LEADERSHIP / VOLUNTEER EXPERIENCE

CAMPUS INVOLVEMENT

International Club, Social Chair (2019-2020) & Secretary (2018-2019)

- Event planning and organizing for multiple events: I-club's socials, off-campus trips, Annual Culture Show, International Banquet, and Farewell Ceremonies
- Design posters, banners, & invitation
- Photograph at events and manage I-Club's social media and posts
- (Secretary) Take responsibility of email content and responses and other send-outs

Resident Assistant, Office of Residence Life

AUG 2018 - JAN 2020

Kohawk Startup Competition - Third prized Award & Audience Favorite Team Award

NOV 2019

Student ambassador - Coe College

JAN 2019 - PRESENT

Student Alumni Association, Director of Education

JAN 2019 - JAN 2020

Student Activities Committee, Member

AUG 2017 - JAN 2020

Learning Commons, Academic Tutor

OCT 2018 - DEC 2019

OFF-CAMPUS INVOLVEMENT

Iron Run Project, Co-founder & Mentor. Head Organizer (2016)

MAY 2016 - PRESENT

- Iron Run- a philanthropic project founded in 2016 in Hanoi, Vietnam with the hope to bring the community closer, break down the barrier between the people with and without disabilities.
- Raised 5 million VND for Independent Living Center in Hanoi, Vietnam by organizing fundraising events and building a strong relationship with sponsors
- Launched Facebook fanpage with 1800 followers after 2 months, attracted 87 participants in the organizing team and the running competition
- Supervised the operation of all the organizing departments, resolved any problems emerging
- Recruited and trained new core members for Iron Run 2017
- Act as a mentor, giving advice to organizing members of following seasons
- Started a fundraiser on Facebook (2019) to help Iron Run raise funds for children with intellectual disabilities & autism at the Morning Star Center in Hanoi; have received \$215 donation

Legion Arts/ CSPS Hall, Volunteer

MAR 2019 - PRESENT

- Front of House (Greeter, usher, box office): Meet and greet with artists. Facilitate events and exhibition.
- Concession (Carlo - socials): Proceed sales at the bar. Communicate with visitors and guests

Theater Cedar Rapids , Volunteer (Costume Crew)

JUL 2019 - DEC 2019

Vietnam National Model United Nations (VNMUN), Organizer (Administration)

APR 2015 - AUG 2016

AsianFest, Volunteer

MAY 2018 - PRESENT

