

Jennifer Duong

Media Relations | Event Coordination | Digital Marketing

(682) 552-1235 • jennifer.duong.pr@gmail.com • LinkedIn.com/in/jennifer-duong-pr/

EDUCATION

University of Texas at Arlington
B.A. Public Relations & Advertising
Graduation Date: May 2018
Magna Cum Laude

KEY SKILLS

AP style writing and editing
Event Coordination
Microsoft Office programs
Social Media marketing and
multi-account management
Content Calendar creation
Project Management
Adobe Creative Cloud Suite
Mass email communication
Microoft Windows and Mac OS X
Videography & video editing
Data entry & organization

AWARDS AND HONORS

Dean's List - University of Texas at
Arlington
December 2015 - May 2018

Communication Honor Society
April 2018

EXPERIENCE

DW Distribution Inc - DeSoto, TX

July 2019 - Oct 2020

Marketing Coordinator

Responsible for overseeing the Marketing department with a proactive and transparent leadership style.

- Plan and coordinate exclusive B2B trade show events in TX and OK and internal company Galas.
- Lead digital marketing strategies and promotions via social media, E-mailing services and through the sales team.
- Asset collection and organization that aid in responsibility to develop new company website and social media.
- Prepare customer loyalty program reports and collaborate with travel agencies for loyalty trips.
- Manage branding for all external and internal communication.
- Manage vendor to business communications regarding all marketing requests.

University of Texas at Arlington - Arlington, TX

December 2017 - May 2018

Social Media Intern

Manage multiple UTA Athletic department accounts on Twitter, Instagram, Facebook and Snapchat.

- Attend all sports events to live stream and engage with fans to generate high-engagement posts.
- Pitch ideas for event promotion, special announcement videos and campaigns.
- Assist in execution of all marketing plans assigned by Director of Marketing in coordination with my strategies.
- Conduct interviews with athletes and coaches to promote athlete life, future events or holiday related posts.
- Within 6 months boosted Facebook page like by 560+ likes, increased Facebook average engagements by 43% and Instagram followers by 400+.
- Video view average increased to 660 views and picture like average increased by 60%.

Dallas Wings - Arlington, TX

May 2016 - October 2017

Public Relations Assistant

Assist in all media relations, communications requests and PR strategies.

- Organize and distribute media kits in preparation for all events.
- Manage media relations on event days.
- Assist in press conferences and organize media releases and reports for local radio and TV stations.
- Create community calendar.
- Reconfigure individual player and complete team stats using InDesign.
- Translate team statistics from raw data to AP style.

VOLUNTEERING

Habitat for Humanity - Non-Profit Organization

November 2019 - Present

- Worked with a team of 25 to help build a home.

Vietnamese Eucharistic Youth Movement - Youth Mentoring

January 2015 - Present

- Volunteer as a youth mentor to help mold the local youth into virtuous people.
- Coordinate events and fundraisers for the youth.
- Develop creative lesson plans that highlight Catholicism, moral, camping skills and more.

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