



DIGITAL MARKETING & UX SPECIALIST

CONTACT

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- catherinenhtran.com

EDUCATION

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATIONS WITH AN EMPHASIS IN EMERGING MEDIA

University of Georgia
2023-2024

BACHELOR OF ARTS IN DIGITAL MARKETING

University of Georgia
2019-2023

HARD SKILLS

Social Media and Email Marketing
Customer Relationship Management
Canva, Trello, Kapwing
HTML, CSS, Javascript, Xcode
Wodpress, Figma, Adobe
Google Analytics and Search
Vietnamese (native)

SOFT SKILLS

Communications, Adaptability
Time Management, Collaboration

SUMMARY

I'm Catherine Tran, a dedicated professional with a strong background in digital marketing, branding, and customer service. My passion lies in optimizing the customer experience and ensuring seamless order fulfillment processes. With both Master's and Bachelor's degrees in Emerging Media and Digital Marketing from the University of Georgia, I bring a unique blend of marketing expertise and customer service skills to the table.

EXPERIENCE

BRAND STRATEGY INTERN

The Edge Agency

May 2023 - August 2023

- Assisted in creating and developing engaging and informative content for various platforms, including websites, blogs, emails, and social media
- Conducted research on relevant topics, industry trends, and target audience preferences to inform content creation
- Conducted competitor audits for clients to identify strengths, weaknesses, and opportunities for differentiation

CONTENT CREATION INTERN

SEO Design Chicago

January 2023 - April 2023

- Created content for the website that aligned with brand guidelines and target audience preferences
- Conducted research on key SEO terms and integrated them strategically into the content to improve search engine rankings and increase organic traffic
- Optimized SEO-driven content by utilizing on-page optimization techniques, such as headers, links, and keyword placement

CONTENT MARKETING INTERN

Chat With Leaders Media

January 2022 - December 2022

- Created and analyzed digital content across various social media platforms to optimize engagement and brand identity
- Created graphics and social assets through Canva and Kapwing to ensure visual consistency and enhance content presentation
- Assisted in the improvement of workflow and efficiency between producer and guest