

# LINH TRAN

## PROMOTIONAL & STRATEGIC COMMUNICATOR

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## PROFESSIONAL EXPERIENCE

### COMMUNICATION MANAGEMENT COORDINATOR

August 2020 - June 2021

#### Johnson Christian School, Coville, Wash.

- Consulted closely with the principal to manage JCS internal and external communications with stakeholders (e.g., parents and students, employees, local business investors, and state and federal regulators) through memos, newsletters, emails and brochures.
- Executed a direct mail marketing campaign targeting local businesses and investors. More than \$45,000 was funded in two months, reaching 80% of the required cost for the school's newest building project.
- Elevated the school's existing but not working website, Instagram page, student handbook, and letterhead. Increased Instagram reach by 67% in the first three months.

### MARKETING & COMMUNICATIONS INTERN

January 2022

#### City of Everett, Wash.

## PROFESSIONAL SKILLS

**Writing & Editing** (AP style, Web, creative, academia)  
**Media Pitching** (PR PRomised Land approach)  
**Data Analytics & Visualization** (R programming, Tableau)  
**Graphic Design** (Adobe InDesign, Illustrator, Premiere)  
**Web Design & Analytics** (Google Analytics, Wix, WordPress)  
**Strategic Planning** (Microsoft Office, Basecamp)  
**Social Media** (Facebook, Instagram, Tiktok)  
**Organizational & High-Stakes Communications**

## WORK SAMPLES

Press release sample - <https://bit.ly/3ardYJD>  
Graphic design samples - <https://bit.ly/3yuxSeH>  
Data visualization sample - <https://bit.ly/3Rndvc1>  
Visual storytelling sample - <https://bit.ly/3ABK7sD>  
Science comm sample - <https://bit.ly/3RhkFyx>

## EDUCATION, AWARDS & PUBLICATIONS

### BACHELOR OF ARTS Integrated Strategic Communications

2020-2022

2019-2020

### Washington State University, GPA: 4.0

Faculty-chosen communication specialist for WSU STEM-Oriented Alliance for Research projects.

Recipient of President's Honor Roll (2020-2022).

### Nova Southeastern University, GPA: 4.0 (transfer)

Inter-Organizational Chair of NSU Chapter of PRSSA.

Recipient of First Week in Honors Scholarship Award (2019), the Dean's List (2019-2020).

Co-author of *The Circle: Narratives of Distinct Voices* (2020), NSU's *Digressions* (Vol. 17): *Literary & Art Journal* (2020).