

# TONY DANG

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## PRESENT ADDRESS:

327 Atlanta Ave  
Athens, GA 30601

## PERMANENT ADDRESS:

1950 Hill RD  
Marietta, GA 30062

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## EDUCATION

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### The University of Georgia, *Honors Program*

Expected Graduation: May 2020

- **B.B.A. in Marketing** with Emphasis in Digital Marketing, Terry College of Business Athens, GA
- **Minors:** Communication Studies, Design & Media; **Certificates:** New Media, Workforce Diversity
- **GPA:** 3.75/4.00
- **Honors and Awards:** Zell Miller Scholarship Recipient; HOPE Scholarship Recipient; ZBT Mu Chapter Scholarship Recipient; Dawgs Suit Up Scholarship Recipient; Dean's List (3 Semesters)

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## WORK AND RELEVANT EXPERIENCE

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### Zero Mile Marketing, *Social Media Specialist*

March 2018 – Present

- Manage social media accounts for 3 clients of varying industries. Atlanta, GA
- Create captions and graphics to promote interest in client's companies.
- Oversee posting of content on Facebook, Twitter, LinkedIn, and Instagram to optimize audience impressions.

### AIIESEC, *Outgoing Global Volunteer Manager*

February 2018 – Present

- Advise prospective travelers who are interested in volunteering abroad. Athens, GA
- Market organization through tabling and social media.

### Beat the Bookstore, *Seasonal Employee*

July 2017 – August 2017

- Designed and organized promotional flyers to attract business during peak season. Athens, GA
- Interacted with customers by taking textbook sales and rentals, assisting in store, and answering phone calls.
- Demonstrated organizational skills through labeling, shelving, listing, and taking inventory of merchandise.

### I.E: José Lorenzo Cornejo Acosta, *Volunteer English Teacher*

May 2017 – July 2017

- Advised youth in developing interpersonal skills and intercultural competence. Arequipa, Peru
- Created diversified and engaging lesson plans to teach English to 100+ students grade levels 1-6.

### Sprayberry High School, *T-Shirt Graphic Designer*

August 2012 – May 2016

- Designed 10+ t-shirts for various events and organizations using Photoshop. Marietta, GA
- Communicated with companies to facilitate the production of t-shirts.

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## CAMPUS AND COMMUNITY INVOLVMENT

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### Multicultural Business Student Association, *Marketing Committee*

August 2016 – Present

- Market organization through Instagram and coordinate planning of events.
- Network with other business students with varying cultural backgrounds.

### American Marketing Association, *Member*

January 2018 – Present

- Attend weekly presentations given by guest speakers and agency representatives.
- Network with industry professionals as well as other students.

### IMPACT, *Volunteer*

March 2018

- Utilized Spring Break to support environmental justice.
- Beautified environment by lopping trees, removing invasive plants, staining wooden fences, removing barbed wire fences, clearing trails, and cleaning up trash from interstate highways.

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## SKILLS AND INTERESTS

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**Language Skills:** Bilingual in English and Vietnamese.

**Technical Skills:** Expert on Social Media Platforms Instagram, Twitter, Facebook, LinkedIn, Snapchat, Spotify, Tumblr, YouTube, and Pinterest; Proficient with Adobe Photoshop and Adobe Lightroom; Knowledgeable on VSCO and Chromic Mobile Editing Apps; Experienced with Prezi, Microsoft Word, Excel, PowerPoint, Publisher; Competent with JMP, HTML/CSS, Brackets, and Cyberduck.

**Hobbies:** Photography, Writing, Film, Television, Music, Hiking, Travel, Fashion, Design