

# TONY DANG

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\*\*\*\*\* Athens, GA 30605

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## EDUCATION

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**University of Georgia, Terry College of Business, Honors Program** **May 2020**  
**Athens, GA, USA**

- **Bachelor of Business Administration in Marketing** with Emphasis in Digital Marketing
- **Minors:** Communication Studies, Design & Media
- **Certificates:** New Media, Workforce Diversity, Arch Ready Professionalism
- **Major GPA:** 4.00/4.00; **Honors GPA:** 3.90/4.00; **Cumulative GPA:** 3.78/4.00
- **Honors and Awards:** Zell Miller Scholarship; ZBT Mu Chapter Scholarship; Dawgs Suit Up Scholarship; Morton Scholarship; Terry Study Abroad Scholarship; Dean's List (5 Semesters)

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## WORK AND RELEVANT EXPERIENCE

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**Zero Mile Marketing, Social Media Specialist** **March 2018 – Present**  
**Atlanta, GA, USA**

- Manage social media accounts for 5 clients of varying industries
- Create captivating captions and visually appealing graphics to promote events and maintain relevance
- Oversee posting of content on Facebook, Twitter, LinkedIn, and Instagram that optimize audience impressions

**UGA Institute of Higher Education, Doctoral Research Assistant** **August 2018 – Present**  
**Athens, GA, USA**

- Analyze and code assets for quantitative inquiry through systematic content analysis
- Collect digital marketing recruitment assets from colleges and universities across the United States
- Write qualitative assessments based on collected data for inclusion in the research study

**STEM Women Summit, Graphic Designer** **January 2019 – Present**  
**Athens, GA, USA**

- Curate brand image by developing visually appealing logo and formatting website design
- Create informative and attractive flyers to generate interest in summit participation and sponsorship
- Serve as creative guide for brand management and public relations

**Genius Real Estate, Content Creation Intern** **May 2018 – July 2018**  
**Athens, Agia Paraskevi, Greece**

- Managed social media accounts of company, particularly Instagram and Facebook
- Generated campaign ideas to increase engagement on social platforms
- Translated and proofread articles for company blog

**AIESEC, Outgoing Global Volunteer Manager** **January 2018 – July 2018**  
**Athens, GA, USA**

- Guided prospective travelers who are interested in volunteering abroad
- Marketed organization through interactive tabling, collaborative social media, and eye-catching flyers

**I.E: José Lorenzo Cornejo Acosta, Volunteer English Teacher** **May 2017 – July 2017**  
**Arequipa, Cayma, Peru**

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

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## CAMPUS AND COMMUNITY INVOLVMENT

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**American Marketing Association, Client Team Lead** **January 2018 – Present**

- Lead a team of 10 students to perform marketing operations for a local company

**Pi Sigma Epsilon, Director of Web Development** **August 2018 – Present**

- Optimize website for member usage as well as to spread awareness of organizational efforts

**Multicultural Business Student Association, VP of Marketing** **August 2016 – December 2018**

- Managed a committee of 5 members to delegate marketing responsibilities and tasks for organization

**IMPACT Service Breaks, Volunteer Participant** **March 2018**

- Utilized Spring Break to support environmental justice by removing invasive plants, clearing trails, and cleaning up trash

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## SKILLS AND INTERESTS

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**Language Skills:** Bilingual in English and Vietnamese, Novice in Spanish

**Technical Skills:** Adobe Photoshop, Lightroom, and Premiere Pro; WordPress and MailChimp; HTML/CSS, Brackets, Cyberduck; Prezi and Canva; Microsoft Word, Excel, PowerPoint, and Publisher; Google Sheets, Docs, Slides, Forms; JMP, Qualtrics

**Social Platform Knowledge:** Instagram, Twitter, Facebook, LinkedIn, Snapchat, VSCO, Spotify, Tumblr, YouTube, Pinterest

**Interests:** Travel, Photography, Blogging, Writing, Graphic Design, Interior Design, Film, Television, Music, Hiking, Fashion