

# TONY DANG

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## CAMPUS AND COMMUNITY INVOLVEMENT

- **American Marketing Association, Vice President of Digital Media**  
January 2018 - Present
- **Pi Sigma Epsilon, Director of Web Development**  
August 2018 - Present
- **Terry Student Diversity Advocacy Council, Council Member**  
April 2019 - Present
- **Multicultural Business Student Association, Vice President of Marketing**  
August 2016 - December 2019
- **IMPACT Service Breaks, Volunteer Participant**  
March 2018, March 2019
- **I.E: José Lorenzo Cornejo Acosta, Volunteer English Teacher**  
May 2017 - July 2017

## HONORS AND AWARDS

- Zell Miller Scholarship
- ZBT Mu Chapter Scholarship
- Morton Scholarship
- Terry Study Abroad Scholarship
- Gilman Scholarship
- Dean's List (All Semesters)
- Presidential Scholar (Fall 2016, Fall 2018)

## SKILLS AND CERTIFICATIONS

- **Language Skills:** Bilingual in English and Vietnamese, Novice in Spanish
- **Technical Skills:** Adobe Photoshop, Illustrator, InDesign, and Premiere Pro; WordPress; MailChimp; HTML/CSS, Brackets, Cyberduck; Prezi; Canva; Microsoft Word, Excel, PowerPoint, and Publisher; Google Sheets, Docs, Slides, Forms; JMP; Qualtrics
- **Certifications:** Arch Ready Professionalism, HubSpot Inbound, Google Analytics, Google AdWords

## EDUCATION

**University of Georgia, Honors Program**

Terry College of Business | May 2020

- **Bachelor of Business Administration in Marketing** with Emphasis in Digital Marketing
- **Minors:** Communication Studies, Design & Media
- **Certificates:** New Media, Workforce Diversity
- **Major GPA:** 4.0/4.0; **Honors GPA:** 3.9/4.0; **Cumulative GPA:** 3.8/4.0
- **Study Abroad:** Maymester in Australia & New Zealand: International Business & Sustainability

## WORK AND RELEVANT EXPERIENCE

**Zero Mile Marketing, Social Media Specialist**

Atlanta, GA | March 2018 - Present

- 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 to optimize audience impressions and engagement

**Breckenridge Music, Marketing and Media Intern**

Breckenridge, CO | June 2019 - August 2019

- Produced engaging content for Facebook, Instagram, and Twitter
- Created informative and attractive posters to generate interest in summer festival attendance and sponsorship
- Assisted with website maintenance and content updates, as well as with Google Analytics reports

**UGA Institute of Higher Education, Doctoral Research Assistant**

Athens, GA | August 2018 - May 2019

- Analyzed and coded assets for quantitative inquiry through systematic content analysis
- Collected digital marketing recruitment assets from colleges and universities across the United States
- Wrote qualitative assessments based on collected data for inclusion in the research study

**UGA Digital Marketing Competition, Finalist**

Atlanta, GA | January 2019 - March 2019

- Competed in a semester-long digital marketing competition involving 174 students on 37 teams
- Leveraged a \$200,000 budget to solve marketing challenge for the College Football Hall of Fame
- Coached by a veteran marketing professional and chosen as the top team to present pitch directly to client

**Genius Real Estate, Content Creation Intern**

Athens, Greece | May 2018 - July 2018

- 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