

TONY DANG

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145 Mell Street ATP D, Athens, GA 30605

EDUCATION

- University of Georgia, Terry College of Business, Honors Program** **August 2016 – 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
 - **Major GPA:** 4.0/4.0; **Honors GPA:** 3.9/4.0; **Cumulative GPA:** 3.8/4.0
 - **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)
 - **Study Abroad:** Maymester in Australia & New Zealand: International Business & Sustainability

WORK AND RELEVANT EXPERIENCE

- 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 to optimize audience impressions
- Breckenridge Music, Marketing and Media Intern** **June 2019 – August 2019**
Breckenridge, CO, USA
- 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** **August 2018 – May 2019**
Athens, GA, USA
- 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** **January 2019 – March 2019**
Atlanta, GA, USA
- 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** **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

CAMPUS AND COMMUNITY INVOLVMENT

- 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 2018**
- IMPACT Service Breaks, Volunteer Participant** **March 2018, March 2019**
- I.E: José Lorenzo Cornejo Acosta, Volunteer English Teacher** **May 2017 – July 2017**

CERTIFICATIONS AND SKILLS

Certifications: Arch Ready Professionalism, HubSpot Inbound, Google Analytics, Google AdWords

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; Microsoft Word, Excel, PowerPoint, and Publisher; Google Sheets, Docs, Slides, Forms; JMP; Qualtrics