

Trang (Grace) Do

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EDUCATION

Fordham University

New York, NY

Bachelor of Arts, Communication and Culture & Minor in Visual Arts

Expected Graduation: May 2026

- **GPA:** 3.8
- **Relevant Coursework:** Public Relations; Persuasion & Public Opinion; Fundamentals of Communication & Media Studies; Media Logistics; Visual Thinking; Graphic Design

RELEVANT EXPERIENCE

Glow Recipe

New York, NY

Global Education & Events Coordinator

August 2024 - Present

- Spearheaded the creation of detailed collateral briefs for 4 high-profile brand events, ensuring consistency with brand messaging and elevating overall event experiences.
- Lead cross-departmental collaboration by designing high-quality mockups in Adobe Illustrator, reducing design revision time by **25%** and accelerating the execution of event collateral across teams.
- Develop event strategies based on market analysis, boosting consumer interest and brand competitiveness.
- Manage relationships with international vendors, overseeing gift-with-purchase and merchandise orders to ensure timely delivery and alignment with promotional strategies, enhancing customer acquisition and brand loyalty.
- Create targeted educational strategies to communicate the brand's vision and values, increasing customer connection and loyalty.

Global Education & Events Intern

June 2024 - August 2024

- Assisted in developing innovative educational content and in-store concepts to enhance customer engagement and brand visibility in 3 US cities.
- Successfully coordinated and executed a high-impact collaboration event with beauty influencer Katie Fang, achieving **155%** of the sales goal through pre-event coordination, strategic planning, engaging activities, and effective customer interaction.

Dyckman Farmhouse Museum

New York, NY

Community Engagement Intern

June 2023 - August 2023

- Achieved a **200%** increase in Instagram impressions by executing 8 museum public programs and creating promotional content using Canva, CapCut, and iMovie.
- Accomplished a **900%** growth in TikTok audience reach and engagement rate within two months by surveying and implementing TikTok trends.
- Supported institutional outreach and informed strategic decisions on program development through the collection of qualitative research.

Social Media Influencer

New York, NY

Self-employed (Instagram & TikTok)

April 2019 – January 2023

- Gained **12.9k** Instagram followers within three years and **29.5k** TikTok followers within five months through developing an impactful personal brand as an authentic fashion and beauty influencer like a 'sister' to followers.
- Increased **80%** audience engagement rate through interactive content like live talks and Q&As.
- Strengthened brand partnerships by collaborating with **30+** local businesses on paid promotions, driving increased visibility and sales for both brands and partners.
- Inspired positive change within the online community by advocating for and raising awareness of critical social issues

LEADERSHIP EXPERIENCE & ACTIVITIES

Sunday Youth Wellness Club

Ho Chi Minh City, Vietnam

Founder

June 2019 - August 2022

- Developed and executed **150+** weekly educational presentations and workshops on mental and physical health topics.
- Mentored and coached **3** new members per week to develop presentations and improve public speaking skills.

SKILLS, ACTIVITIES & INTERESTS

- **Languages:** Vietnamese (Native), English (Fluent), French (Elementary)
- **Skills:** Microsoft Office, Adobe Illustrator, Adobe Lightroom, Canva, Social Media Marketing
- **Interests:** Painting, Ceramics, Cats