

Bao Anh Tran

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Objective

Seeking internships and job opportunities in the Advertising or UX design fields to utilize my creativity and teamwork skills. A junior at UNC-Chapel Hill, I am a team player who seeks beauty in my works. Reliable and creative, I can always be counted on for challenging tasks that require precision. I enjoy a collaborative work environment that aims to create better people.

Education

Media and Journalism Major (Advertising/PR track)

May 2025 (expected)

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, NC

Relevant coursework: Principles of Ad/PR, Advertising Creative, Foundations of Interactive Media, UX Design and Usability

Honors: Dean's List (all semesters), Tau Sigma Honors Society

Skills

Technical skills: HTML/CSS, Javascript; Adobe Premiere Pro, XD, Photoshop, Illustrator

Software proficiency: Microsoft Office; Google Docs, Sheets; Canva; WordPress

Languages: English, Vietnamese

Projects

John Deere – Greenest of all time (GOAT) Advertising Campaign – Fall 2023

- Worked in a team of 5 to create a fictional campaign that includes a hero video and a virtual experience through Fortnite to increase John Deere's brand love among Gen Z audience.

"Life on the Land" Interactive Article – Spring 2023

- Created a fully functioning web article mockup using Adobe XD and Adobe Photoshop to increase engagement and bring life to a 1985 journalistic project by incorporating interactive aspects like hover motions and slide decks.

"Weird, Wonderful North Carolina" Webpage – Spring 2023

- Designed and coded a fully functioning and responsive webpage using HTML and CSS to showcase the stunning landscape and unique phenomena of the Tar Heel state.

Relevant Experiences

North Carolina Botanical Garden

July 2023 - Present

Communications Assistant

- Promote monthly e-newsletter to about 21,400 subscribers by photographing and writing about the Garden's updates regarding upcoming events, new merchandise, new books, etc.
- Write articles for the Garden's biannual magazine "Conservation Gardener".
- Sole photographer for the Garden's most successful events like the Fall Plant Sale and NatureFest.

Mid-Atlantic Union of Vietnamese Student Associations (MAUVSA)

June 2023 - Present

Media/Marketing Apprentice – MAUVSA Leadership Camp 10

Marketing Staff – MAUVSA Advance Conference 12

- Create visually appealing Instagram posts to promote the non-profit's events using Canva, writes content for said posts in a concise and enticing manner to increase engagement, collaborates with team of six to come up with marketing tactics to boost events' success.

Carolina Union Activities Board (CUAB)

August 2022 – December 2022

Social Media Committee Member

- Collaborated with a team of four to come up with marketing tactics for CUAB's events, directed, shot and featured in two Instagram reels that engaged over 4,000 views.

Work Experiences

Carolina Housing

August 2023 – Present

Resident Advisor

- Selected mentor for 40 transfer students in 1 of 5 Residential Learning Program – Transfer United.
- Plan and initiate 5 programs a month to promote bonding, resilience and ensure residents' smooth transition to the UNC campus.
- Utilize graphic design skills to create eye-catching monthly boards to inform residents about important information or upcoming plans.