

Phoebe (Phuong) Tran

[bit.ly/phoebelinkedin](https://www.linkedin.com/in/phoebelinkedin) | (+1) 517-802-0642 | tmplyd2003@gmail.com | <https://tmphoebee.wixsite.com/phoebe>

EDUCATION

Michigan State University | Honors College

BS in Advertising Management, Minor in Advertising Analytics (GPA: 4.0)

- Awards: Communication Undergraduate Research Fellowship, Honors College's Professorial Research Assistantship, Honors Excellence Scholarship, Dean's Honors List

East Lansing, MI

Graduation Date: May 2025

University of Sydney | Summer Study Abroad Program

- *Relevant coursework:* Marketing Principles, Copywriting Internship (Grade: High Distinction)

Sydney, Australia

May 2022 - July 2022

SKILLS

- **Skills:** Google Ads: Search, Display, Measurement Certification, Global Web Index, Creo, Omni, The Trade Desk, Lucid, Smartsheet, PowerPoint, Excel, iMovie, Canva, Covidence, Basecamp, Wixsite, Python
- **Languages:** English (Fluent), Vietnamese (Native), Korean (elementary proficiency)

WORK EXPERIENCES

Omnicom Media Group - OMD USA

Media Planning and Buying - Project Management Intern

Chicago, IL

June 2023 - August 2023

State Farm Account:

- Developed and implemented a comprehensive hours tracking system for 30+ campaigns and 130+ team members, resolving 100+ hours billing discrepancies for State Farm, ensuring precise billing accuracy.
- Enhanced campaign relevance and alignment with the client's brief by crafting a precise target audience profile, leveraging Google Ads Measurement, Google Analytics, AI tools and databases (Global Web Index, Omni) and navigating DMPs (The Trade Desk) for programmatic executions.
- Conducted in-depth research on 30+ small cosmetic businesses, analyzing product ranges, price points, and market performance, providing vital insights for State Farm's Small Business Campaign.
- Reduced audio channel planning time by 30%, by creating and optimizing *2024 strategy and tactical recommendations timeline*.
- Managed influencers vetting for 50+ candidates using Creo, ensuring alignment with State Farm's Awareness campaign.

Under Armour Account - Transitioning Phase:

- Streamlined document organization for the Under Armour transition, setting up the main dashboard on Smartsheet and SharePoint within 2 hours, optimizing team workflow.
- Orchestrated a seamless transition within 1 week, serving as the point of communication and facilitating meetings with UA's media partners (Google and YouTube, Spotify, TikTok, Twitch, adMarketplace) for materials and media plan transfer.
- Successfully transitioned materials and media plans for 7 ongoing campaigns, ensuring a prompt shift from previous agencies.
- Consistently met tight deadlines and delivered high-quality results across multiple accounts and campaigns by effectively managing responsibilities and multitasking.

Samsung

College Influencer

- Boosted brand reach to 1000+ students through the creation and promotion of 20 impactful Instagram posts, TikToks, stories.
- Hosted bi-weekly photo shoots featuring Samsung products and showcasing the products' practical application in college life.
- Directly engaged with 20+ prospective customers, utilizing social media platforms to effectively communicate the value of Samsung products and increase brand awareness.

East Lansing, MI

Sep 2022 - Dec 2022

LeBros Agency

Strategic Planner Intern

- Conducted in-depth research on 10+ client brands, incorporating internal documents and executive board interviews to provide a comprehensive understanding of the market and competitors.
- Compiled comprehensive reports detailing the brand's current communication landscape and competitor analysis, establishing a solid foundation for communication strategy development.
- Developed and implemented effective medium-term communication plans for clients, including the creation of a strong brand foundation, resulting in increased brand exposure and growth.
- Designed presentations to pitch communication strategy plans before clients.

Hanoi, Vietnam

July 2022 - Sep 2022

INVOLVEMENTS

University Activities:

- MSU Office of Admissions - *Social Media Coordinator/International Student Ambassador*
- American Advertising Federation MSU Chapter - *Account Director*
- MSU Vietnamese Culture Union - *Social Media Chair*

Jan 2022 - Present

Oct 2022 - Present

Oct 2022 - Present

Peaking Point - RMIT's National Social Marketing Contest

Top 30 Final Contestants - [Proposal](#)

May 2022 - July 2022

- Performed primary and secondary research on Vietnamese traditional costumes: 3 in-depth interviews and 500 responses survey.
- Created mock-up creative advertisements (OOH Advertising Banner and Social Media posts) for the campaign.
- Designed key message and strategy for the campaign based on the target audience's pain points and insights and made top 30 out of 1000+ contestants