

VI TRAN



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TAKE ACTION

ACCENTURE | JULY 2015 – PRESENT

Management Consulting Senior Analyst

- Coordinated delivery of Seller marketing campaign management for billion-dollar online retailer to over 50M users nationally for 100+ email, homepage, mobile, and social campaigns
- Designed project management process for B2C Seller marketing blog, streamlining 50+ posts
- Owned and maintained sales operations for \$30B+ sales pipeline for an \$80M joint initiative project focusing on IoT, big data analytics, and private cloud solutions
- Designed comprehensive monthly reporting package for \$30B+ sales pipeline in order for client to understand target markets, gap to sales target, and strategize future sales pursuits
- Developed inclusive go-to-market strategy to enable sales of IoT solutions for joint initiative between Accenture and multinational chip manufacturer

INK: PR + BRAND + SOCIAL | AUG 2014 – MAY 2015

Public Relations Intern

- Developed media and analyst relations content/briefing docs for managed/hybrid cloud client
- Contributed to the INK blog with posts that reached 100+ views per post
- Managed social media content for consumer software account that reached 2000+ monthly impressions

AMAZON | MAY 2014 – JULY 2014

Operations Leadership Intern

- Trained and acted as an Amazon Area Manager by overseeing a team of 60+ Amazon Associates in the Outbound Pick Team
- Designed improvement project to decrease Amazon Associate time for tote and bin inducting, increasing efficiency by 90%
- Developed supply chain management skills to improve operations efficiency in a 1-million square-foot fulfillment center

NATIONAL INSTRUMENTS | MAY 2013 – DEC 2013

Marketing/Communications Intern – Americas Marketing

- Developed integrated marketing plan for complete redesign of LabVIEW Student Ambassador Program used by 50+ ambassadors from 8 different countries
- Designed marketing materials including multimedia packages and social media content for 10 NIDays across North America
- Appointed the main point of contact for NIWeek Aerospace/Defense Reception that included 1000+ invitees

GAIN KNOWLEDGE

THE UNIVERSITY OF TEXAS AT AUSTIN | MAY 2015

B.S. Public Relations – Senior Fellows Honors Program – Business Foundations

ACQUIRE SKILLS

COMPUTER | Excel, PowerPoint, Meltwater, Sprout Social, Cision, JIRA SPARC, Salesforce

WRITING | Blogging, Technical Writing, AP Style

PROJECTS | Alparka (startup project), HatTee (startup consultant)