

Adrianne Nguyen

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EDUCATION

University of California, Riverside, Riverside, CA

Bachelor of Science in Business Administration

September 2023 – Present

Expected Graduation: 2027

LEADERSHIP EXPERIENCE

Phi Chi Theta – Zeta Omicron Chapter, Riverside, CA

February 2026 - Present

Vice President of Fundraising

- Organize and oversee fundraising events to support chapter growth, member development, and community engagement.
- Coordinate 4-5 fundraisers per quarter, partnering with campus organizations and local businesses to increase visibility and revenue.
- Manage event budgets, oversee outreach efforts, and develop creative promotional strategies to boost participation.
- Collaborate closely with board members to streamline planning, delegate tasks, and ensure successful event execution.

University of California, Riverside's Swim Club, Riverside, CA

May 2024 – June 2025

Publicist

- Oversaw the club's social media account, making posts about the practice schedule and any upcoming events.
- Designed graphics and edited highlight videos to celebrate team achievements and foster a sense of community.
- Developed and implemented creative promotional strategies to increase member participation and engagement.
- Captured photos and videos at practices, meets, and social events to produce authentic and dynamic content.

Pioneer High School's Swim Team, San Jose, CA

March 2023 – June 2023

Co-Social Media Coordinator

- Created and shared content that showcased highlights and achievements from swim meets, practices, and events.
- Collaborated with teammates to create content capturing different perspectives and reflecting team pride.
- Managed the social media account's presence, maintaining consistent branding and eye-catching visuals.
- Promoted upcoming meets and events to encourage attendance and support from students and the community.

Pioneer High School's Asian Student Association, San Jose, CA

September 2021 – June 2023

Co-Vice President

- Collaborated with fellow officers to plan, organize, and execute fundraisers to engage support from our members.
- Organized cultural events and activities that celebrated Asian heritage to promote diversity on campus.
- Led weekly meetings, created slideshows, and communicated updates to maintain participation from members.
- Ran the social media page and utilized Canva and Picsart to create graphics, expanding outreach to students.

WORK EXPERIENCE

Beats by Dre, Remote

June 2026 – August 2026

Creative Advertising Strategy Extern

- Completed a marketing research project focused on Beats' creative advertising strategy.
- Analyzed competitor campaigns to identify trends in messaging and brand positioning.
- Collected and analyzed consumer insights through surveys and social listening.
- Translated consumer and market insights into strategic advertising recommendations. Option 5

AVAC Swim School, San Jose, CA

May 2022 – September 2023

Swim Instructor | Seasonal

- Designed and implemented personalized lesson plans tailored to each student's age, experience, and comfort level.
- Taught proper stroke techniques and water safety practices to students ranging from toddlers to adults.
- Maintained a safe learning environment by enforcing safety guidelines and supervising class activities.
- Monitored student performance, provided constructive feedback to parents, and adjusted instruction methods.

SKILLS: Communication skills | Fast learner | Problem solving | Friendly | Adaptability | Attention to detail