Phuong (Isabella) Truong

Seattle, WA | ptr23@uw.edu | (206) 661-6859 | Portfolio

EDUCATION

University of Washington, Foster School of Business — Seattle, WA
Business Administration: Marketing & Information Systems — Expected Spring 2027
Cumulative GPA: 3.75/4.0 | Dean's List

RELEVANT EXPERIENCE

UW Foster School of Business — Seattle, WA
Social Media Coordinator (previously Student Content Creator) — Sep 2025 - Present

- Write approximately 6 captions per week highlighting faculty and research, translating complex topics into accessible, platform-specific stories for public audiences.
- Lead weekly content meetings and social performance reports; monitor performance and audience engagement across Instagram, LinkedIn, TikTok, and YouTube to inform content strategy.
- Direct, conduct interviews for, and edit "Dawgs in the Street," a student-focused video series averaging 12,000 organic views per episode.

PURPOSE.ANT — Ho Chi Minh City, Vietnam
Social Media Intern - Content Lab — Jun 2025 - Sep 2025

- Supported Red Bull, Budweiser, Warrior, and La Vie campaigns through social seeding and community engagement, adapting messaging to consumer audiences.
- Analyzed MMA Smarties award-winning campaigns and developed a social trends deck to inform team brainstorming and campaign strategy.
- Produced social content tied to reality TV sponsorships, generating 5,000+ interactions per post and connecting brand messaging with entertainment audiences.

Consulting Business & Development Center (CBDC) — Seattle, WA
Project Manager - Signature Photo Organizing — Jan 2025 - Jun 2025

- Managed weekly client and internal communications, coordinated project priorities, and translated client needs into strategic recommendations.
- Researched competitors' SEO, services, and pricing to identify positioning and growth opportunities; recommended workflow tools with projected administrative savings of 8-10 hours per week.

American Marketing Association (AMA) — Seattle, WA
Social Media Consultant — Oct 2024 - Jan 2025

- Conducted a social media audit and developed a content calendar and influencer marketing plan with a projected 20% engagement increase.
- Designed brand mockups and recommended platform expansion aligned with client objectives; recognized as Fall Quarter's Best Consulting Team.

LEADERSHIP & CAMPAIGN EXPERIENCE

Vietnamese Student Association (VSAUW) — Seattle, WA
Media Chair (previously Graphic Designer and Freshman Intern) — Sep 2023 - May 2026

- Led a creative team, coordinated logistics, and provided design feedback for cultural programming and promotional content.
- Increased engagement by 47.2% and reach by 114.5% over two months through cohesive visuals, local photography, and culturally relevant copy.

TEDxUofW — Seattle, WA
Marketing Coordinator — Sep 2024 - Sep 2025

- Led an Instagram Reels campaign generating 411K+ views and reaching 64K+ accounts over three months; increased followers by 51%, from 2,040 to 3,077.
- Interviewed 48 people per month and edited promotional videos in CapCut, turning audience perspectives into relatable stories.

SKILLS

Communications: Copywriting, research storytelling, campaign research, social media analytics, community engagement, video interviewing, project coordination
Tools: Microsoft Office (Word, Excel, PowerPoint, Outlook), Canva, CapCut, Figma, Asana
Languages: Vietnamese (native), English (proficient), Mandarin (beginner)