

DIANA HOANG

Versatile Communications Specialist with Brand Management Experience

CONTACT

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EDUCATION

University of Georgia

December 2022

Grady College of Journalism and Mass Communication

Bachelor of Arts in Public Relations

Minor: Communication Studies

New Media Certificate

Terry College of Business

Minor: General Business

Cumulative GPA:

3.71/4.0

Recognitions:

Zelle Miller Recipient

Georgia Commitment Scholar

Swann Seiler Scholarship

SKILLS

Adobe InDesign- *Certified, Lynda.com*

Adobe Photoshop- *Certified, Lynda.com*

Adobe Premiere Pro

Procreate

Microsoft Office Suite

Sprinklr

Cision

Mailchimp/ Poppulo

WordPress/Wix

LANGUAGES

Vietnamese [Advanced]

English [Advanced]

Spanish [Written and
conversational proficiency]

COMMUNICATIONS EXPERIENCE

COMMUNICATIONS INTERN

Walt Disney World Public Affairs || January 2023 - Present

◊Develop creative communication strategies to find storytelling opportunities to enhance the reputation of the company

◊Produce high-quality communication materials for ongoing internal campaigns

◊Build relationships with partners across the company to communicate information related to project updates and important Cast Member news

◊Monitor metrics of internal and external communications efforts to evaluate the impact and drive results towards business priorities

COMMUNICATIONS INTERN

International Student Life at the University of Georgia || August 2021 - January 2023

◊Evaluate daily community management across all social media channels with a focus on internationalizing the campus experience

◊Collect weekly metrics to analyze for end of quarter media audit and increase engagement by 36% through social media plan

◊Create promotional and resourceful digital content that communicates the UGA campus experience for international students

MARKETING CABINET ASSOCIATE

Union of Vietnamese Student Association of the Southeast || February 2021 - December 2022

◊Collaborated in the media planning and execution of marketing tactics in team of 6

◊Developed foundational marketing package to organize administrative tasks and maintain longevity of brand image

◊Increased external brand engagement by 24% throughout the southeast region using unique graphic designs and cultural promotional materials

MARKETING INTERN

National Automotive Parts Association (NAPA) || May 2022 - August 2022

◊Conducted research on competitors and continuously refine measurement strategies for successful campaigns

◊Partnered with their external PR agency to source influencers and trending content to capitalize on momentum for media releases

◊Utilized Power BI to analyze engagement trends of the NAPA loyalty reward program participants to understand acquisition and retention of customers

CREATIVE SOCIAL MEDIA INTERN

Foundation for Hospital Art || June 2021 - July 2021

◊Expanded strategic digital content and influencer campaigns to tell the story of the nonprofit and increase global awareness of brand

◊Performed research to support communication and messaging to a global audience

◊Integrated current social media trends into TikTok and Instagram to execute nonprofit's informational content

CAMPUS AND COMMUNITY INVOLVEMENT

EXTERNAL VICE PRESIDENT

Vietnamese Student Association || February 2022 - February 2023

◊Represented UGA VSA at all conferences and community events in the southeast region

◊Coordinated creative planning for member recruitment and general body meetings

◊Build internal and external relationships to help effectively communicate regional events to general body members in organization

PUBLIC RELATIONS SPECIALIST

Talking Dog Agency, Be the Voice || September 2021 - May 2022

◊Implemented a MailChimp newsletter campaign to target adult sponsors and beneficiaries for nonprofit organization

◊Spearheaded a blog post on nonprofit's website to drive excitement among community

◊Collaborated with experts in various fields to execute business goals efficiently

DECORATIONS COMMITTEE DIRECTOR/ ANIMATION ASSISTANT

Vietnamese Student Association || May 2020- January 2021

◊Communicated with cross functional teams to evaluate the overall project's risks, process and impact to ensure a detail-oriented plan

◊Assessed current trends and conducted marketing research initiatives to effectively set up a hybrid and virtual drive-in experience