

# THAO NGUYEN

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## CORE COMPETENCIES

- Organization
- Problem Solving
- Leadership Development
- Multimedia Production
- Cross-functional Liaison
- Time Management
- Public Speaking
- Science Writing
- Production Management
- Customer Relationship Management
- Creative Writing
- Adaptability
- Research
- Copyediting Skills
- Self-Directed

## RELEVANT EXPERIENCE

### **Freelance Writer** | *BKReader, Brooklyn, NY*

Oct 2022 - Present

- Pitch, develop, and write articles for one of the fastest growing hyperlocal news outlets in Brooklyn. Soon-to-be-published articles focus on local issues, health and wellness, and recent events

### **Communications Specialist** | *Kidzone Language Center, Hanoi, Vietnam*

Jun 2022 – Oct 2022

- Implemented Mona eLMS, an online schedule maker, and increased Kidzone's proficiency in scheduling classes for 600 students
- Built and implemented a livestream series called "Storytime with Kidzone" and boosted Facebook engagement by 120% over a 2-month period

### **Editor in Chief** | *The Laurentian Magazine, Canton, NY*

Jan 2021 – May 2022

- Managed a group of 20 editors through weekly meetings and assigned duties based on members' skill sets to curate the University's creative magazine for three popular issues
- Revamped magazine using research and Adobe skills, increasing readership by 300%
- Boosted student submission number through a new initiative called Writing Challenge where students submit short writing/art piece to staff-generated prompts each semester

### **Managing Editor/Chief Digital Editor** | *The Hill News, Canton, NY*

Jan 2019 – May 2022

- Supervised a team of three to expand the newspaper's online platforms (WordPress website, Instagram, Twitter), expanding the paper's reach to over 2,000 students on campus
- Built the first Google Play, iOS app, and podcast series, furthering the newspaper's digital impact on campus
- Authored over 20 articles for the News, Opinions, and Features sections, focusing on analyzing news nationally, locally, and on campus

### **Senior Editor** | *Ubuntu, Canton, NY*

Jun 2020 – May 2022

- Co-founded the first BIPOC magazine on campus amplifying underrepresented voices, creating two sold-out issues with more than 500 readers per issue
- Led a team of 7 members through the writing and designing of the first two issues

### **Student Marketing Team Staff** | *St. Lawrence's Communications, Canton, NY*

Jun 2021 – May 2022

- Produced creative written and visual content, all ranging from 10,000-20,000 views, for the University's blog and Instagram page @stlawrenceu, drawing over 700 followers over 9 months working

### **Communications Intern** | *St. Lawrence's First-Year Program, Canton, NY*

Jun 2021 – Aug 2021

- Planned and administered social media content for the First-Year Program, yielding over 800 followers in less than two months
- Utilized video editing and Adobe Premiere Pro skills to edit video series such as Dorm Tours, 56 Seconds, Bucket List, all ranged from 1000 to 2000 views

### **Communications Intern** | *St. Lawrence's Magazine, Canton, NY*

Jan 2020 – May 2020

- Wrote and revised admissions articles, blog posts, and Instagram content for the University's magazine, continuing alumni engagement during the start of COVID-19

- Collaborated with three other interns and the Magazine's Senior Editor in assisting with press releases & admission blogs

## CO-CURRICULAR ACTIVITIES

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**Grantee** | *Davis Projects for Peace, Hanoi, Vietnam*

Jun 2022 – Sept 2022

- Applied world-building and grant-writing skills to receive \$10,000 to build libraries for elementary schools
- Fostered a reading culture for 3000 students ages 6-11 in 5 elementary schools in Vietnam through leading a group of 20 volunteers to run library building and book donation programs

**President** | *Association for Campus Entertainment, Canton, NY*

Aug 2021 – May 2022

- Spearheaded the biggest organization on St. Lawrence campus and brought quality entertainment to over 2,000 students
- Applied negotiation skills to book famous festival artists (Dominic Fike, B.o.B., Flipp Dinero, Valley) and performance artists (Bread and Puppet, Brittany Broski, etc) for University concerts

**Per Diem Head Editor & Videographer** | *Let's Just Talk with Hammi, Canton, NY*

Jun 2021 – Aug 2021

- Directed a team of 5 in filming and editing for a student-led talk show where professors and educators discuss important issues such as Jan. 6 aftermath, the Israel-Palestine conflict, white nationalism, etc.

**Head Designer** | *Vietnamese for Change, Online*

Jun 2020 – Dec 2020

- Managed 15 designers for the Vietnamese for Change Instagram page, reaching a 9,000 follower milestone after three months
- Researched possible topics to pitch to content writing team, with all contributing posts reached over 1,000 likes

## EDUCATION

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**St. Lawrence University**, Canton, NY

Aug 2018 – May 2022

*Bachelor of Arts/Science, English and Neuroscience Double Major*

English: 3.700 / 4.000

**Honors:**

- University Scholarship (2018) • Dean's List (2021) • Sigma Tau Delta Honors Society Inductee (2022)
- Alexander Black Medal for Journalism Excellence (2022) • James Ligon Price III Memorial Award in Poetry (2<sup>nd</sup> & 3<sup>rd</sup> Places) (2021-2022) • National Association of Writers & Writing Programs Intro Journals (AWP) Nominee (2020)

## SKILLS

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**Technical Skills:**

- Microsoft Suite (Excel, Word, PowerPoint, Outlook, OneNote)
- Google Suite
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Premiere Rush)
- Wordpress, HTML/CSS, MailChimp, Tessitura
- Canva

**Languages:** English (fluent), Vietnamese (native)