



THUANH SU

Thuanh Su is a **creative powerhouse** driven by her passion for **community engagement, marketing, and publicity**. Her love for the entertainment industry began with managing fan accounts for her favorite artists, sparking her journey toward developing innovative strategies to **amplify artists' voices** and **cultivate authentic connections** with their audiences. Over the past year and a half, Thuanh has worked with The Revels Group, spearheading digital content strategies and ideating marketing campaigns for album rollouts. Her expertise extends to crafting tailored projects for clients, seamlessly merging marketing and publicity elements. Thuanh consistently exceeds expectations, embodying **reliability, drive, and innovation** as she skillfully weaves narratives that resonate with audiences.

 Los Angeles, CA
Open to Relocation

EDUCATION

University of Southern California

M.A. in Public Relations and Advertising, specializing in the Entertainment Industry

California State University, Sacramento

B.S. in Business Administration specializing in Marketing and Human Resources Management

WORK



[Portfolio](#)



[Bylines](#)



[Resume](#)

CONTACT



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HIGHLIGHTS

- Partnered with **USC Annenberg** to organize and facilitate a **Music Industry Panel** with speakers from **Interscope Records**.
- Pitched **C4 Energy** and facilitated a partnership introduction with **The Revels Group's** Head of Brand Partnerships for the company's annual Memorial Day Event.
- Achieved **3rd place** in **College Broadcasters, Inc. 2023 National Student Production Awards** for **Best Social Media Presence**.
- Exceeded Annenberg Media's Instagram engagement benchmarks with 1,000+ external link clicks and 20,000+ accounts reached within 12 hours through compelling storytelling on **Judah Adkins'** post.
- Advanced a show with the manager of **R&B Artist Jenevieve** for her **LA Pride in the Park** performance.
- Pitched an artist pop-up experience to Interscope Records' digital marketing team.
- Co-founded and served as the inaugural President of the **Digital Media Association (DMA)** at USC.
- Managed a digital fundraising campaign, raising funds for **100+ students and staff** for EDGE 2022.
- Co-managed a **Shawn Mendes** Twitter fan account, leading to an interview opportunity with the artist for a Sacramento-based radio station.
- Managed a **One Direction** Twitter fan account, reaching **15,000+** followers.