

Thuanh Su

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EDUCATION

Master of Arts in Public Relations and Advertising, University of Southern California

12/2023

Bachelor of Science in Business Administration, California State University Sacramento

05/2021

PROFESSIONAL EXPERIENCE

Creative Services Coordinator, Freelance/Self-Employed

Current Clients: GRAMMY-winning Producer Tejiri and Monument Group

03/2023 – present
Los Angeles, CA

Previous Clients: Raediyance LLC, GRAMMY-nominated Artist Kymberly Stewart, and R&B Artist Jenevieve

- Lead project management for release rollouts, overseeing digital strategy, content planning, and outreach.
- Execute and evaluate branding guides, creative briefs, and client press kits for optimal impact.
- Collaborate with clients to build and refine websites, prioritizing brand identity and user-friendliness.
- Research and reach out to media contacts, pitching interviews and stories on behalf of clients.

Brands: C4 Energy, Sound Credit, Helsi, Urban Decay

- Initiate and nurture influencer/brand collaborations through pitches, introductions, and coordination.

Advertising & Marketing Intern and Team Member, The Revels Group

Clients: Tommy Parker, Jenevieve, Dounia, and Krooked Kings

03/2023 – 12/2023
Los Angeles, CA

- Developed and executed content strategies, posting schedules, and content creation for client projects.
- Conducted market research and analyzed results leading to successful brand meetings and relationships.

• Drafted and reviewed press releases, bios, one sheets, and managed the weekly newsletter distribution.

Events: Black Future Now Brunch, Black Music Action Coalition Gala, and annual Memorial Day Event

- Managed event coordination including planning, budgeting, guest experience, and operations.

Social Media Editor, USC Annenberg Media

- Achieved 3rd place in College Broadcasters Inc. Production Awards for Best Social Media Presence ⚡.

08/2022 – 12/2023
Los Angeles, CA

- Increased online engagement through storytelling; reaching 20,000+ accounts and 1,000+ link clicks.

- Leveraged trends to produce short-form video content achieving 100,000+ views on TikTok ⚡.

- Directed team of 10+ creators in crafting social content, managing stages from conception to posting.

Social Media Manager, EDGE Youth Leadership

- Implemented social media strategy based on data analytics and delivered digital content on deadline.

10/2020 – 06/2023
San Francisco, CA

- Devised fundraising campaigns; secured funds sponsoring 100+ students for conference.

- Developed and trained media team on organization's social media guide and best practices.

ORGANIZATION INVOLVEMENT & EVENTS

GRAMMY U Member, The Recording Academy

Active in GRAMMY U mentorship program, learning publicity and marketing best practices. Coordinated talent check-in and procedures for GRAMMY House 2024.

01/2023 – present
Los Angeles, CA

DMA President and Co-Founder, USC Digital Media Association

Hosted social media workshops on Canva and AI utilization. Organized speakers from Interscope Records, Ernst & Young, and TDW+Co to boost digital media knowledge for 70+ members. Led executive board, managing communications across the organization.

09/2022 – 01/2024
Los Angeles, CA

Brand Ambassador and Production Assistant, Contract Work

Advanced shows, handled communications, assisted production, and served as VIP liaison or talent support for industry events. Events: Pollstar Live 2024 with Oak View Group, Luna Luna, LA Pride in the Park with R&B Artist Jenevieve, and MusiCares Persons of the Year 2023.

2023 – 2024
Los Angeles, CA

SKILLS

Project Management (Later, Notion, Leadership, Communication, Organization), **Digital Marketing** (Market Research, Creative Slide Decks, Campaign Strategy), **Social Media Management** (Content Creation, Fan Engagement, Community Management, Trends, Instagram, TikTok), **Content Management Systems** (Mailchimp, WordPress, Wix), **Writing** (Copywriting, Corporate, Journalism, AP Style), **Graphic Design** (Adobe Creative Cloud, Capcut, Canva), **Software** (Microsoft Suite, Google Workspace)

CERTIFICATES

- Adobe Analytics Essential Training ⚡
- Marketing Communications ⚡
- Public Relations Foundations ⚡
- Advertising Foundations ⚡
- Managing Brand Reputation ⚡
- Social Media Management ⚡