

KELLY HOANG

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EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

Bachelor of Arts in Communications — Public Relations
Double Minor in Marketing & Child and Adolescent Studies
Cumulative GPA: 3.95/4.0

Expected May 2026

Relevant Coursework: Digital Foundations; Writing for Mass Media; Prin. in Communications Research; Public Relations Writing

EXPERIENCE

ASIAN PACIFIC AMERICAN RESOURCE CENTER AT CSUF

Fullerton, CA

Communications and Graphic Design Student Assistant

September 2024 – Current

- Developed and scheduled engaging content social media platforms, increasing audience engagement by 90%
- Ensured brand consistency across all digital and print media, maintaining alignment with the center's mission and university guidelines
- Monitored and analyzed social media metrics to assess content performance and optimize engagement strategies

CARDZFORKIDZ AT CSUF (On-Campus Nonprofit Organization)

Fullerton, CA

Club President

August 2023 – May 2025

- Managed and led a team of 20+ board members, amongst six individual committees to ensure efficient club productivity and functionality towards organization goals
- Organized and prepared agendas for monthly club meetings; planned all club and board meetings; orchestrated card making events, fundraising events, social events, and donation events
- Encouraged and led participation of all club events; head leader of recruitment and advertising; oversaw banquet planning

Creative Committee Lead

August 2022 – May 2023

- Led a creative social media team to create advertisement flyers, posts, and videos for social media
- Curated social media calendar and timelines to ensure posting deadlines were met and tasks were completed
- Maintained and managed a professional and aesthetically pleasing Instagram account alongside social media team

GARDEN FLEA MARKET AT CSUF (COMM 497T Event Planning and Management)

Fullerton, CA

Director of Communications

January 2024 – May 2024

- Led and the Communications Committee by facilitating communication between committee members, directors, and advisors; hosted weekly team meetings with committee members
- Curated committee task lists and timelines to ensure deadlines were met in a timely manner; delegated tasks in managing social media account, oversaw promotional strategies
- Was the main point of contact with the Exchange and International Program (EIP) at CSUF to assist with marketing strategies; coordinated formal online meeting; received and implemented suggestions and feedback from EIP
- Led design process of event brand kit, billboard and digital sign designs, flyers, stickers to promote event

TUFFY PR (COMM 464 Public Relations Management)

Fullerton, CA

Public Relations Team Member

January 2024 – May 2024

- Worked with a team to create a strategic public relations plan to assist client, The SoCal Animal Response Team (nonprofit organization)
- Helped increase engagement in social media (Instagram, X, and Facebook) by creating social media posts
- Completed news release, sent to 10 news outlets; conducted media research; created media list

ADDITIONAL

Technical Skills: Proficient in Canva; Basic Proficiency in Adobe InDesign, Adobe Illustrator, and Adobe Photoshop;

Hard Skills: Leadership, Organization, Problem Solving, Initiative, Adaptability, Reliability, Perseverance, Dedication

Languages: Fluent in English, Proficient in Vietnamese (Native Speaker)

Certifications & Training: Content Marketing Foundations (LinkedIn Learning); Marketing Communications (LinkedIn Learning); Public Relations Foundations (LinkedIn Learning)