

# KELLY HOANG

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## EDUCATION

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### 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

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### ASIAN PACIFIC AMERICAN RESOURCE CENTER AT CSUF

Communications and Graphic Design Student Assistant

Fullerton, CA

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)

Club President

Fullerton, CA

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)

Director of Communications

Fullerton, CA

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)

Public Relations Team Member

Fullerton, CA

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

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**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)