

Hung Tran

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Summary

Content and brand marketer with 3+ years growing audiences across various industries. Skilled in social media strategy, brand identity, and community-driven campaigns, with a working foundation in web development and design tools.

Skills and Tools

Creative Skills: Social Media Marketing, Content/Business Strategy, Website Creation, Photo Editing, Video Advertising, Merchandising, Graphic Design, Brand Development, Storyboarding, Digital Illustration, Competitive Analysis

Technical Skills: Search Engine Optimization, HTML, CSS, JavaScript, React.js, Firebase, Java, SQL, R

Tools: Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Figma, Canva, Miro, Procreate, Shopify, Google Trends

Education

Bachelor of Science in Informatics | University of Washington, Seattle (UW)

June 2025

Related Work Experience

Digital Influencer and Marketing Partner | @whoishungys | TikTok, Instagram

Mar. 2025 – Present

- Create engaging digital content for personal social media accounts, growing to 19k+ followers, 10.2M+ total views, and 200k+ profile views in under a year
- Edit videos using Adobe Premiere Pro and Adobe Illustrator to curate content with over 4M post impressions
- Cultivate a compelling brand/ content strategy, attracting 80+ collaboration requests from businesses like the Seattle Mariners, Chinatown International-District, and GUINNESS WORLD RECORDS™

Creative Producer and Marketing Strategist | TOASTED. Bagels & Coffee | Seattle, WA

July 2025 – Present

- Create and optimize short-form video content for Instagram and TikTok, increasing followers by 5k+ and reaching 800k+ accounts, boosting overall brand visibility
- Supported the 'Put It On My Neighbor's Tab' campaign, providing 7k free meals to food stamp recipients and generating 2.1 million views, strengthening brand goodwill and community trust
- Strategized and executed creation of 'Off the Menu' recurring series, allowing baristas to experiment new drink recipes while simultaneously gauging community interest and boosting social media interaction

Program Assistant | Muckleshoot Youth Development Program | Auburn, WA

July 2023 – March 2026

- Created 5 high-impact recap videos using Adobe Suites, boosting program visibility and increasing number of participants to 129
- Consult with 5 departments, curating community-focused content that aligns with company vision and goals
- Strategically organize and maintain content calendar, streamlining event promotion and maximizing outreach

Projects

Aegleiss Brand Development | UW Informatics Capstone Project | Seattle, WA

Jan. – June 2025

- Prototyped 5 interactive screens in Figma, aligning visual design with brand identity and user experience goals
- Employed HTML, CSS, and liquid code on Shopify platform, creating customized e-commerce website
- Worked with founder to hone company vision and strategize marketing for product launch in Q3 2025
- Organized informative event with Dementia Friends Washington, resulting in 4k+ members state-wide

Alumni Portal | Product and Information Systems Management | Seattle, WA

Sept. – Dec. 2022

- Reviewed 5+ stakeholder interviews, identifying pain points and growth areas in alumni management system
- Leveraged Azure DevOps to develop 10-week sprint plan and manage task tracking for agile development workflow, enabling streamlined processes
- Used Miro to create system mockups and visualize improvements, iterating on design concepts to enhance functionality and user experience