

# Julieann Tran

Brooklyn, NY | 404-731-1436 | julieanntran@gmail.com | LinkedIn | [Creative Portfolio](#)

Creative and results-driven professional with expertise in community development, digital content creation, and influencer partnerships within the nonprofit, gaming and media industries. Skilled in managing collaborations, facilitating career development opportunities, and delivering engaging multimedia content. Passionate about leveraging gaming and media platforms to foster inclusive environments and drive impactful brand engagement.

## AREA OF EXPERTISE

- Design & Visuals: Adobe Lightroom Classic, Photoshop, Canva Pro, Capcut, Final Cut Pro, Davinci
- Content & Community Management: SquareSpace, Social Media (Instagram, Tiktok, Twitter, YouTube), Discord, Twitch, OBS
- Marketing & Analytics: Email Marketing, SEO, Web & Social Media Analytics, Influencer Outreach, Muckrack, Cision
- CRM & Data Tools: Salesforce, Google Suite (Excel, Docs, PowerPoint), Slack
- Certifications: TABE Test Administrator, Suicide Prevention & Mental Health Training, Youth Mental Health First Aid

## PROFESSIONAL EXPERIENCE

### Job Developer and Internship Coordinator

February 2024 - October 2024

#### Opportunities For A Better Tomorrow (Non-Profit)

- Managed a caseload of 50-60 participants per cohort, with over 200 students supported annually, resulting in a 70% success rate in securing employment placements across diverse industries.
- Streamlined internship placement processes, ensuring a 90% completion rate of in-person and remote internships, leading to long-term employment or advanced training opportunities for 65% of participants.
- Designed and facilitated career readiness workshops, contributing to a 40% increase in student engagement and improving job placement speed by 30%.
- Developed data-driven tracking systems to monitor student progress, enhancing retention rates by 20% and ensuring 80% of participants secured post-program employment or training within 90 days of completion.

### Media + VIP Coordinator

August 2023 - February 2024

#### DISRPT PR Agency

- Managed critical agency functions for high-profile clients, delivering over 10 data-driven weekly, monthly, and campaign recap reports, leading to a 20% increase in client satisfaction through actionable insights on media coverage and campaign performance.
- Monitored real-time media coverage and influencer content, with over 200 media clips compiled and analyzed, improving brand sentiment tracking by 25% across multiple social platforms.
- Conducted extensive research to identify high-impact influencers, curating lists that resulted in a 20% increase in engagement rates and a 30% improvement in campaign ROI for organic and paid influencer partnerships.
- Led influencer outreach for over 10 campaigns, with a 90% content delivery rate and a 10% higher-than-expected engagement from product seeding, paid campaigns, and giveaways.
- Supported media relations, developing pitches and benchmark assessments that improved media placements by 18% and boosted overall brand visibility across top-tier publications.

### Case Manager & Marketing Coordinator

May 2021 - December 2022

#### Center for Pan Asian Community Services (Non-Profit)

- Created and implemented over 100 Individual Service Plans (ISP) through WIOA, achieving an 80% success rate in helping participants complete education, secure training, or obtain employment by leveraging available resources and support services.
- Provided intensive case management to a caseload of 50-60 participants per cohort, with a 70% rate of overcoming barriers to employment or training, resulting in measurable improvements in participant retention and success rates.
- Managed client database entry and case tracking for over 200 participants annually, ensuring accurate documentation and follow-up, contributing to a 95% compliance rate for WIOA reporting standards.
- Implemented targeted social media strategies, increasing engagement with participants and community partners by 25%, generating leads that led to a 15% rise in program enrollments.
- Monitored and reported social media interactions and trends to upper management, contributing to a 25% improvement in online community engagement and outreach efforts.

## EDUCATION

### Bachelor of Arts Journalism

Georgia State University  
Minor in Entertainment Media Management

Atlanta, Georgia

## CREATIVE PROJECTS

### Co-Founder Women's Gaming Organization

July 2022 - Present

#### Gaming League of Women (GLOW)

- Successfully managed and moderated an inclusive online gaming community, maintaining a positive environment with a 95% satisfaction rate among members, resulting in a consistent 10% monthly growth.
- Organized and executed over 20 online events, including game tournaments, charity streams, and networking meetups, with an average attendance of 60+ participants per event.
- Increased community size by 40% within six months, reaching over 1,600+ members in one year through strategic content creation, event engagement, and active community management.
- Collaborated with 10+ streamers and multiple sponsors for charity events and gaming tournaments, boosting community visibility by 80% and raising over \$1.5k for various charitable causes.
- Created and posted 7-10 social media marketing campaigns weekly, driving a 25% increase in engagement and a 30% growth in follower count across Instagram, Twitter, and TikTok.

### Freelance Photographer

January 2016 - Present

#### [www.julieanntran.com](http://www.julieanntran.com)

- Worked with over 20+ clients, capturing diverse events ranging from personal projects to political demonstrations, delivering high-quality images that met 100% of client expectations and deadlines.
- Managed the entire photo shoot process, from scheduling and logistics to editing and final delivery, resulting in a 90% client retention rate and consistent referrals.
- Covered 10+ political protests and nonprofit events, delivering impactful photojournalism that increased media coverage and audience engagement by 40%.
- Produced a portfolio of 500+ images, showcasing diverse narratives and storytelling through a variety of social movements and community-focused events.
- Collaborated with nonprofit organizations to highlight key moments, contributing to a 20% increase in visibility and donations for the causes covered.