

# TRANG DOAN

## SUMMARY

International Business Senior student, experienced in Marketing Project Management and Marketing Event in FMCG industry.

Recognized for can-do attitude, self-motivation, communication skills and ability to perform well under pressure.

## CONTACT

PHONE:  
(408) 859- 3139

*Details & Photos of my projects can be found at*

LinkedIn  
<https://www.linkedin.com/in/trangdoanm/>

EMAIL:  
[trangdoanm@gmail.com](mailto:trangdoanm@gmail.com)

ADDRESS:  
2380 Portal way, San Jose, CA  
95148

## LANGUAGES

English (Advanced)  
Vietnamese (Native)

## WORK EXPERIENCE

Trung Nguyen International, DBA King Coffee /San Jose, CA/ <https://www.tnicorporation.com/>

**[Remote] Senior Marketing Coordinator**

Jul 2019- Present

Achievements/ Projects:

- ✓ Scheduled and produced **POSM display** at 8 supermarkets in South CA.
- ✓ Planned and managed team of 4 to carry out **B2B Trade show** Summer Fancy Food Show, NY. Obtained 60+ wholesale leads & 200+ customers' feedback.

**[Remote] Marketing Coordinator**

May 2018- Jul 2019 (1 year 2 months)

Achievements/ Projects:

- ✓ Supported sales team to increase 2018 revenue by 8%.
- ✓ Arranged & oversaw **business matching**: Latino F&B 2018; Coffee, Cocoa & Tea 2019 in Las Vegas.
- ✓ Prepared & supervised 5-month **product demo** at 22 Asian supermarkets in 3 states (CA, TX, GA).
- ✓ Planned and lead team of 3 to perform **product demo** to 200+ global industry leaders. at Allegra World Coffee CEO Forum.
- ✓ Planned and direct team of 3 to **exhibit** in Coffee Fest LA B2B tradeshow.

Roles:

- ✓ Construct, control and execute marketing projects including trade shows, product demo, promotion, business matching, company events.
- ✓ Manage and allocate marketing budgets.
- ✓ Business management: review contractual documents, insurance, register certificates, manage office supplies.

Allstate Insurance Agency/ San Jose, CA

**[Part time] Sales Producer**

Sept 2013- Sept 2018 (5 years 1 month)

Achievements/ Projects:

- ✓ Reduced loss ratio to under 60%.

Roles:

- ✓ Sought out new clients, cross sales to existing clients.
- ✓ Consulted & processed endorsements & payments.
- ✓ Assessed risks for customers and agency.

## CERTIFICATIONS/ LICENSES

- ✓ Property & Casualty Insurance License (California)

## HONORS/ AWARDS

- ✓ Member of the Honor Society of Phi Kappa Phi since Mar 2019.
- ✓ San Jose State University 2018 Dean's Scholar
- ✓ San Jose State University Gary J. Sbona Honors Program.

## HARD SKILLS

- ✓ Strategic Planning (1.5 years)
- ✓ Project Management (2.5 years)
- ✓ Marketing (3 years)
- ✓ Event Planning (2.5 years)
- ✓ Risk Assessment (4 years)

## SOFT SKILLS

- ✓ Collaboration/ Team work
- ✓ Leadership
- ✓ Communication Skills
- ✓ Goal-oriented
- ✓ Detail-focused

*[International working experience]*

### Violet Communication/ Ho Chi Minh city, Vietnam

#### **[Full time] Account Executive**

Oct 2011– Jun 2013 (1 year 9 months)

#### Achievements/ Projects:

- ✓ Developed **creative content** for *Johnson & Johnson Vietnam* newsletter and *Dutch Lady Vietnam* POSM.
- ✓ Devised **PR concept and content** for *Nivea Vietnam*.
- ✓ Developed & implemented **promotion, brand activation campaign & marketing event** for *Triumph International Vietnam*.

#### Roles:

- ✓ Created content of social media, PR & marketing.
- ✓ Devised marketing concept and action plan.
- ✓ Scheduled, implemented and oversaw marketing projects.
- ✓ Liaised & maintained contact with clients, vendors & celebrities to ensure campaign flow.

## INTERNSHIP

### Snipgram/ San Jose, CA

*[Gary J. Sbona Honors Program, San Jose State University]*

#### **Market Research and Business Strategy**

Jan 2019– May 2019 (4 months)

- ✓ Constructed interview protocols, conducted **research** of 30 podcast listeners and non-listeners' insights.
- ✓ Validated preferred price point, advised 1 most viable **business model** to launch podcast app.

## EDUCATION

### San Jose State University (SJSU), San Jose, California

Sept 2017 – Dec 2019

#### **Bachelor of Science with Honors**

International Business. GPA: 3.59. Cumulative GPA: 3.7

### Evergreen Valley College, San Jose, California

Sept 2014 – May 2017

#### **Associate of Science**

Business Administration. GPA: 3.57

## STUDY ABROAD

### Technische Hochschule Ingolstadt, Germany

Jul 2019 - Aug 2019

Automotive Engineering & Management summer school

### HUFLIT University, Ho Chi Minh city, Vietnam

Sept 2007 – May 2011

#### **Bachelor of Science**

International Relations and Affairs