

KAITLYN TRAN

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EDUCATION

University of California, Riverside

Expected Graduation: June 2026

Bachelor of Science in Business Administration, Marketing, Minor in Economics | GPA: 3.8

Relevant Coursework: Financial Accounting & Reporting, Bus. Calculus & Statistics, Financial Management, Ethics & Law, Marketing & Brand Management, Data-driven Marketing, Digital Marketing, Advertising, Micro/Macro Economics

WORK EXPERIENCE

Social Media Content & Distribution Intern | Pasadena, CA

Equity Smart Home Loans (ESHL)

Jun 2025 - Present

- Strategize & produce multi-platform content, boosting reach by 70%+ through SEO keyword research & trend analysis
- Track analytics and performance insights, continuously optimize content strategy & drive engagement across all socials
- Collaborate with a videographer to create branded visual content tailored to 500+ loan officers and potential borrowers

Social Media & Marketing Assistant | Riverside, CA

Life at UCR, UC Riverside Undergraduate Admissions (UGA)

Mar 2024 - Present

- Report weekly engagement insights, collaborate with University Relations to tie in social media campaigns for branding
- Take photographs/videos, create graphics, copyright, increase engagement on all social platforms, 500,000+ impressions
- Develop content for UGA Instagram, UCR official TikTok & YouTube, assist Highlander Day & Discover UCR events

Social Media Content Creator | San Gabriel, CA

Food Influencer - @foodbykaitlyn

May 2021 - Present

- Curate, edit, and publish food & lifestyle content for Instagram, TikTok, and YouTube, using CapCut and SEO keywords
- Organically grow and maintain 5,000+ Instagram and 4,000+ TikTok followers, with an average 5-10% engagement rate
- Forge partnerships with 100+ restaurants, food brands, and companies to amplify brand visibility and online presence

Albertsons Ambassador Program | Riverside, CA

O Organics Brand Ambassador at UC Riverside

Mar 2023 - Mar 2024

- Created and published 11 Instagram Reels, showcasing the brand's message, quality products, usage of student discounts
- Drove 300+ app downloads promoting Albertsons' student discount program through social media & 3 event activations
- Participated in 8 discussion panels with 50+ creators to provide key campaign insights into creative content strategies

LEADERSHIP EXPERIENCE

Adobe | Riverside, CA

Adobe Student Ambassador

Jan 2024 - Present

- Promote Adobe through social media advertisements, leading to a 20%+ increase in activations of Adobe Creative Cloud
- Plan and execute 4 quarterly Adobe workshops, teach 100+ students how to utilize Adobe Express for content creation
- Formulate a marketing plan, carry out initiatives, capture 250+ student leads, and expand Adobe campus engagement

American Marketing Association | Riverside, CA

Senior Advisor, Previous Marketing Director

Mar 2023 - Present

- Led a 5-member marketing team, collaborated with the executive board to organize 45+ professional business workshops
- Managed content strategy, published posts across Instagram, TikTok, LinkedIn, & Discord, driving member engagement
- Executed events that support student development in marketing, e.g., branding, networking, & career readiness sessions

Vietnamese Student Association | Riverside, CA

Sept 2025 - May 2025

Vietnamese Culture Night (VCN) Videographer (2025) & Active Member

- Copyrighted 200+ print booklets highlighting cultural performances and event promos to enhance attendee engagement
- Directed production for Media Day, collaborated with PR team to finalize content for booklet design, headshots, videos
- Filmed and edited 10 promotional and recap videos for VCN 2025, contributing to a 15% increase in event ticket sales

SKILLS AND INTERESTS

- **Interests:** Video Games, Traveling, Exercising, Music, Chess, Food Blogging, Networking, Videography, Photography
- **Skills:** Basic HTML/Python, Microsoft Word/Excel/PowerPoint, Google Suite, Canva, CapCut, Adobe Lightroom/Photoshop, Procreate, Figma, Search Engine Optimization, IBM SPSS Statistics, Sawtooth Software
- **Languages:** Fluent in English, Proficient in Spanish and Cantonese