

KIM DO



WORK EXPERIENCE

MARKETING COORDINATOR | MECHANICAL CONCEPTS LLC

Dec 2016-Present | Shreveport, LA | mechanicalconceptsllc.com

- Developed and implemented marketing/advertising campaigns
- Website design and maintenance
- Build company branding, community relations via a robust social media presence
- Coordinating events and trade shows

MARKETING DIRECTOR | 374th FORCE SUPPORT SQUADRON, YOKOTA AIR BASE

Feb 2014-Jul 2016 | Tokyo, Japan | yokotasupport.com

- Supervised a full, creative team across multiple functionalities: design, print, writing/editing, magazine production, photography, video, social media and publicity
- Event coordination and promotion
- Planned and executed annual marketing plans for multiple clients in areas of food services, fitness, recreation, electronics, teen/youth and military families
- Produced monthly magazine, Horizons, targeting military population
- Quality assurance for 1,500 print work orders annually
- Oversight of digital media including website, blog, Facebook and Instagram
- Liaised with external media including Air Force Public Affairs, American Forces Network Tokyo, Eagle 810 Radio and Stars & Stripes Japan

FOREIGN LANGUAGE EDUCATOR

Jun 2012-Feb 2014 | South Korea & Japan

- English instructor to students grades K-6

ART DIRECTOR | CE LABS

Aug 2008-Jun 2013 | Garland, TX | celabs.net | www.theweirdbox.com

- Entered the company as a graphic designer and eventually promoted to a supervisory position
- Oversight of website, social media, video template development, designing/printing marketing material and blogging



EDUCATION | TRAINING

MASTER OF LIBERAL ARTS, EXTENSION STUDIES, DIGITAL MEDIA DESIGN

Jan 2020-Mar 2023 | Harvard University

- Dean's List, 4.0 GPA
- Web design/development, CMS/Wordpress, UX design, video editing, data visualization

BACHELOR OF SCIENCE IN ADVERTISING COMMUNICATIONS

Aug 2004-May 2008 | University of Texas at Austin

- Graduated with Honors, 3.8 GPA
- On College of Communications Dean's List and College Scholar

SERVICES ACTIVITY MANAGER COURSE

Sep 2015 | Lackland Air Base, San Antonio, TX

- Completed 40 hours in training on management, marketing & publicity, human resources, finances and military communications



ADMINISTRATIVE SKILLS

- Management: Personnel training, project management, art direction, goal setting and feedback
- Marketing planning: SWOT analysis, research, goals and implementation
- Quantitative and qualitative research (surveys, secret shopper, focus groups), analyzing metrics
- Financial planning and budgeting
- Public speaking

I am a designer with 20 years of experience, ranging from graphic design to marketing management.

BS in Communications
The University of Texas

MA Digital Media Design
Harvard University

CONTACT INFO

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SOCIAL

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REFERENCES

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LANGUAGES

 **ENGLISH**
Native

 **VIETNAMESE**
Fluent

 **SPANISH**
Intermediate