

FREDERICK TRAN

EXPERIENCED COMMUNICATIONS PROFESSIONAL, STRATEGIC STORYTELLER,
PEOPLE LEADER, AND BÚN CHẢ HANOI ENTHUSIAST

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WORK EXPERIENCE

ARLINGTON CONVENTION & VISITORS BUREAU

MULTIMEDIA COMMUNICATIONS SPECIALIST

MAY 2022 - PRESENT

- Create timeline for visual and written content for the ACVB's six social media channels
- Track and analyze content on digital channels, increasing followers by 123%, impressions by 21%, and engagement by 15%
- Manage Radio-TV Network program with media partners in 11 drive markets across four states, creating \$384,000 in earned media value with 88 Arlington-centric packages over 4 campaigns in six months
- Concept, design and execute a coloring book passion project, managing five creative contractors, to promote the City of Arlington's diverse businesses and attractions
- Pitch, schedule, and arrange third-party collaborations for social media (influencer marketing campaigns) and sponsored engagements for specific in-house campaigns throughout the year

DIASPORIC VIETNAMESE ARTISTS NETWORK

EXECUTIVE PRODUCER & PROGRAM DIRECTOR, *ACCENTED: DIALOGUES IN DIASPORA*

MAY 2022 - PRESENT

- Produce live video broadcasts featuring interviews with high-profile Southeast Asian diasporic creatives that are later syndicated on regional radio stations in the Bay Area
- Conduct pre-interviews and research to create unique run-of-shows for each segment
- Manage a team of five to produce each monthly show (hosts, associate producer, DJ, marketing manager)
- Drive innovation by pitching shows to local Bay Area radio stations via barter agreements to increase audience base and reach of each show
- Handling the technical backend of shows and administrative work, including contracts, invoices, grant applications, and payments

DEVELOPMENT & PUBLICITY MANAGER

AUG 2021 - JAN 2023

- Created and maintained internal and external communications for social media, newsletters, and website with SEO focus
- Lead identifying and refining the organization's strategic communication plan and annual fundraising targets with the Executive Director and Program Directors
- Developed and managed digital content best practices for the organization

PIVOT, THE PROGRESSIVE VIETNAMESE AMERICAN ORGANIZATION

FUNDRAISING PROGRAM MANAGER

AUG 2021 - OCT 2022

- Spearheaded and initiated major fundraising events (Tet campaign, Launch into Action) to cultivate new and existing donors nationwide and build community
- Established donation acknowledgement system to retain new and existing donors, increasing donor retention
- Acted as point person for colleagues with problem solving relating to database functions and record accuracy

STATE FELLOW, TEXAS
AUG 2020 - DEC 2020

- Created and implemented election strategy that engaged in voter contact work to drive turnout increases among Asian-American voters by 151% in Texas
- Built and lead the #BlueTexas team to GOTV with low propensity, likely Democratic voters through a weekly weekend meeting of 30-40 volunteers to contact over 85,000 voters in Vietnamese and English across 5 Texas counties with a large AAPI presence

ALLIES IN YOUTH DEVELOPMENT

DONOR RELATIONS ASSOCIATE, SOCIAL MEDIA MANAGER, & VIETNAM OPERATIONS DIRECTOR
AUG 2017 - SEPT 2021

- Cultivated a growing donor portfolio of 125 individual and foundational giving units , meeting planned giving and revenue goals by \$50K+ per year
- Raised \$15-50K per digital giving campaign, managing three campaigns per fiscal year.
- Created compelling narratives and multimedia collateral for donor development to use for solicitations, external communications, and fundraising events.
- Founded & managed mentorship program for 3 orphanages (est. 220+ orphans) in Khanh Hoa province of Vietnam for four years

DALLAS VIETNAMESE RADIO (FORMERLY HLTV & RADIO 106.5 FM)

ASSISTANT STATION MANAGER
JUN 2015 - DEC 2017

- Hosted Vietnamese language shows about a variety of topics, including music, linguistics, feng shui, horoscopes, local education, and healthcare
- Created and audio edited multimedia advertisement packages for daily broadcast
- Revitalized the station's Facebook page with live coverage to interact with international listeners and promote the station's brand identity through photos and videos

COMMUNITY INVOLVEMENT

Candidate Support Co-Chair & Board Member

PIVOT (Nov 2020 - Dec 2022)

Board Member

Mansfield Commission for the Arts (Jan 2019 – Present)

Youth Leader

GDPT Phap Quang (Jun 2018 – Present)

EDUCATION

University of Texas at Arlington

Bachelor of Arts in Critical Languages and International Studies, emphasis in Russian

PROFESSIONAL SKILLS

- Fluent in English and Vietnamese, intermediate in French and Russian
- Strong written and verbal communication
- Canva and Adobe Creative Suite, specifically Photoshop, Lightroom, and InDesign
- Google and Microsoft Suites
- Social media marketing and management, specifically Hootsuite and Sprout Social
- Fundraising (CRM) software and tools (specifically NetworkForGood, FlipCause, and EveryAction)
- Email marketing platforms, specifically MailChimp and Constant Contact