

MAGAN LE

Waxahachie, TX 75167
----- www.maganle.com -----
214.213.9644 magan@maganle.com

SKILLS

Media Planning

MRI, SQAD, SRDS, Scarborough, Nielsen, Arbitron, Urchin, DoubleClick

Web Design

Photoshop, Illustrator, InDesign, HTML, CSS

Other

SEO/SEM, Microsoft Office, detail-oriented, quick learner, results-driven

Je peux parler, lire et écrire un peu **français**. Kuv txawj hais lus **hmoob** me aiv. I can also read, write, and speak **English** very fluently!

Texas Advertising Group (TAG)

January 2007–May 2008

- Recognized as an active member by selective inclusion in the Spring 2007 Résumé Book for participating in the Résumé Book Committee and volunteering at the Communication Internship & Job Fair, Non-Profit Internship & Job Fair, Urban Media Symposium, and EnviroMedia Adopt-a-Highway Cleanup

Vietnamese Students Association (VSA)

September 2006–May 2008

- Actively involved in events such as Campus Fusion, Cultural Showcase, and Black April Showcase that build awareness and community within the organization and UT
- Volunteered during Chinatown Grand Opening, Project Reach-Out, and Lee Elementary Geography Day

UThéâtre 2007, Actress, Spring 2007

UThéâtre 2006, Set Designer, Spring 2006

LEADERSHIP & SERVICE

EXPERIENCE

January 2008–April 2009

Media Coordinator (August 2008–April 2009)

Media Intern, Part-Time Media Coordinator (January 2008–July 2008)

Fosforus: full-service creative marketing and advertising company in Austin, TX

- Planned and bought media with Media Supervisor for multiple B2B clients
- Researched media and list vendors and developed recommendations, such as the use of mobile coupons and social media for a local restaurant
- Developed and analyzed online media campaign reports and made recommendations for campaign optimizations based on the results
- Trafficked online media campaigns through DoubleClick's DFA and monitored and resolved online tracking-related issues, often resulting in cost-efficient value-adds
- Maintained good relationships with vendors, including resolving contract discrepancies in a timely manner
- Created campaign spec sheets for creative requirements and supporting materials for Power Point presentations such as graphics and charts

December 2007–February 2008

Marketing Intern

Avignon: realty and mortgage broker in Austin, TX

- Updated availability databases daily through phone correspondence with apartment complexes
- Improved the creation of online ads by implementing HTML to organize and highlight important information, thus generating more interest and contact with realty brokers

March 2007–December 2007

Media Planner (September 2007–December 2007)

Account Planner (March 2007–May 2007)

TAGlines: student-employed, branding agency in Austin, TX

- Initiated research and design of new logo and slogan for Austin Humane Society
- Conducted and analyzed target survey research for consumer insight for Aruba Tan

EDUCATION & AWARDS

Bachelor of Science, Advertising (Texas Media Sequence)

The University of Texas at Austin, May 2008 (GPA: 3.47)

Fall 2007 Winning Student Media Deck for Austin Tidbits