

QUYNH LOC YEN LE

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EDUCATION

DePauw University, Greencastle, IN. U.S.A.

Bachelor of Arts in Communication, Class of 2023

Cumulative GPA: 3.97/4.0

Dean's List: 2019-2020

Media Fellows: A selective, four-year, writing intensive program providing students with general and hands-on experience in multimedia, public relations, and careers in journalism.

WORK EXPERIENCES

D3TV Campus Television Station, DePauw University

Sept. 2020–present

Social Media Director

- Develop relevant social media and promotional content, contributed to an increase of 20% in Instagram followers per academic year
- Provide final review of student-produced programs and uploading of seven programs per week

Marketing Associate

Jan. 2020- May 2020

- Promote D3TV on social media channels including Instagram, Facebook, YouTube, and Tiktok
- Assist student producers with the production and promotion process, promoted within four months.

Golden Path Academics Vietnam

Jun. 2020–Aug. 2020

Marketing and Communication Intern

- Developed a marketing plan and general plan for “GPA US College Map” project to provide insightful information about American universities for Vietnamese high school students
- Implemented intensive research into U.S. university systems and synthesized relevant information

IvyPrep Education

Jul. 2020–Aug. 2020

Teaching Assistant

- Translated (English/Vietnamese) oral and written after-class comments for three college-prep courses
- Facilitated practice sessions, monitored student performance, tutored students individually

INVOLVEMENT & LEADERSHIP EXPERIENCE

DePauw International Students Services (ISS)

Jul. 2020–present

International Students Ambassador

- Assist with the planning and implementation of the International Student Orientation activities for 100 incoming, international students
- Lead and mentor a group of 10 students, helping them acclimate to the university academic and social life, and supporting their overall adjustment throughout their first year

DePauw International Students Association

Nov. 2019–May 2020

Member, Executive Board

- Helped organize events for international students, including study tables, off-campus trips, formal, and the annual International Bazaar, which features food, music and live performances for 200+ attendees

SEEDS Vietnam, International Student-Led Non-Profit Organization

Dec. 2017–Jan. 2019

Head of Public Relations

- Researched American education and wrote three posts a week attracting 2,000 views/post
- Developed and implemented the online campaign “Secrets of America” attracting 6000 views/5 posts
- Managed SEEDs Facebook page and helped to increase followers by 55% over a 10-month period

ADDITIONAL SKILLS

Digital: Adobe Lightroom Photo Editor, Adobe Photoshop, Adobe Premiere Pro, Canva, G Suite

Clifton Strengths: Restorative, Ideation, Responsibility, Futuristic, Learner