

HANNAH TRAN

Marketing & Product Strategy Associate (AI · Research · Design)

(646) 406-7753 | tranmanh11hp@gmail.com | Portfolio

KEY SKILLS

- **Marketing & Strategy**
Campaign planning, product messaging, audience research, content strategy
- **Design & Media**
Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere)
- **Research & Analysis**
Survey design, qualitative & quantitative methods/analysis
- **Languages**
Vietnamese, Danish
- **Leadership & Management:**
Project management, campaign design, teaching, facilitation

EDUCATION

Bucknell University **Lewisburg, PA**
Bachelor of Arts in Computer Science & Environmental Studies Expected May 2026
Relevant Coursework - UX/UI, Environmental Policy, Community Research Design

WORK EXPERIENCE

Marketing & Operations Intern — Recyclables Marketing **Millersville, MD**
Maryland Environmental Service Summer 2025

- Designed cross-platform campaigns for **Leafgro & Leafgro Gold**, translating sustainability and product benefits into consumer-friendly messaging.
- Supported county-level marketing programs (Montgomery & Prince George's), aligning communications with public needs and regulations.
- Conducted on-site field research to inform campaign accuracy and audience education.
- Collaborated across departments on integrated public-facing initiatives

Research Assistant — Audience Insight & Narrative Analysis **Lewisburg, PA**
Bucknell University Mar 2024 – Present

- Led qualitative and quantitative research on social media narratives and audience perception of environmental issues.
- Synthesized research into presentations and conference materials focused on messaging and public engagement.

Undergraduate Researcher — AI & Curriculum Integration **Lewisburg, PA**
Bucknell University (RED Grant) Summer 2023

- Applied AI/ML concepts to course and product-style learning design, translating technical systems for non-technical audiences.

Graphic Design & Exhibition Intern **Lewisburg/Milton, PA**
Bucknell Center for Sustainability & Environment Feb 2023 - Dec 2023

- Led visual branding and narrative development for a museum renovation and public exhibition.
- Designed audience journeys connecting research content to accessible storytelling.

Freelance Graphic Designer **Remote/Vietnam**
Delivered branding and digital assets for small businesses and nonprofits June 2021 - March 2022
translating client goals into cohesive visual systems.

LEADERSHIP & ENGAGEMENT

Inventa Magazine **Hai Phong, Vietnam**
Editor-In-Chief May 2021 – Jan 2022

- Directed editorial strategy and content systems; grew readership to **49,700+**.

The Ahurea Project **Hai Phong, Vietnam**
Founder/President Jan 2020 – Jan 2022

- Built and marketed a cultural storytelling initiative reaching **149,600+** across campaigns and events.

CAP Center - Bucknell University **Lewisburg, PA**
Ceramics Instructor June 2023 – Present