

JACKSON HUYNH

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SUMMARY

Motivated and creative professional with a strong background in writing and problem-solving. Adept at thinking critically and adapting to various challenges while delivering high-quality results. A dedicated team player with a growth mindset and a proven ability to contribute to overall success. Producing impactful outcomes in dynamic environments.

EXPERIENCE

September 2022 – May 2025

Social Media Manager | Ram Pantry, VCU

- Developed and wrote engaging content for official Instagram page resulting in 1000+ views.
- Effectively keeping communication with customers and the public to enhance brand visibility and engagement.
- Collaboration with various other VCU departments in creating food drives which have raised over 800lbs of food.
- Aided in crafting a brand story making the pantry unique to others in the area.

May 2023 – May 2025

Resident Assistant | Residential Life and Housing, VCU

- Supervised 50+ residents and fostered a safe and inclusive living environment.
- Organized 10+ monthly programs, including study workshops and community-building activities, with an average attendance of 20 students per event.
- Mediated conflicts between roommates easing a hospitable environment.
- Collaborate with a team of 10 RAs to enforce housing policies and ensure compliance with university regulations.
- Responsible for responding to emergency situations, providing immediate aid and connecting residents with resources.

January 2025 – May 2025

Shift Labs Intern | Shift Labs, VCU

- Working in a small team to help manage multiple clients develop solutions addressing brand challenges.
- Conduct research in finding insights to develop creative briefs.

EDUCATION

Virginia Commonwealth University

Bachelor of Science, Mass Communications | Concentration in Creative Advertising

Bachelor of Science, Mass Communications | Concentration in Strategic Advertising

3.7 GPA

KEY SKILLS

- RESEARCH
- COPYWRITING
- EDITING & PROOFREADER
- BRAND STORYTELLING
- PROBLEM-SOLVING
- DIGITAL CONTENT STRATEGY
- DATA-DRIVEN CONTENT ANALYSIS
- EVENT PLANNING
- CRISIS MANAGEMENT

AWARDS

- DEAN'S LIST (EIGHT TIMES)
- ADVERTISING COMPETION (ROBERTISON RUSH 2024) 2ND PLACE