

JACKSON HUYNH

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SUMMARY

Creative and Strategic copywriter with a strong background in brand storytelling, content development, and digital strategy. Skilled in crafting compelling narratives that connect with diverse audiences across platforms. Known for strong research skills, attention to tone and voice, and a collaborative mindset that supports impactful results driven campaigns.

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.

January 2025 – May 2025

Shift Labs Intern | Shift Labs, VCU

- Collaborated with a small team to develop strategic branding and messaging solutions for multiple clients.
- Conducted audience and industry research to shape tone and concept direction.
- Helped draft copy for websites, social media, and campaign briefs using insights from client interviews and analysis.
- Participated in brainstorming sessions, delivering high-impact taglines and narrative framework.

EDUCATION

Virginia Commonwealth University

Bachelor of Science, Mass
Communications

Concentration in Creative and
Strategic Advertising

3.7 GPA

KEY SKILLS

- BRAND MESSAGING
- BRAND STORYTELLING
- CAMPAIGN MESSAGING
- COPYWRITING & EDITING
- DIGITAL CONTENT CREATION
- EVENT PLANNING
- INTERNAL COMMUNICATION
- PROOFREADING & QA
- RESEARCH & INSIGHT
DEVELOPMENT
- SOCIAL MEDIA MANAGEMENT
- SOCIAL MEDIA STRATEGY
- TONE & VOICE DEVELOPMENT

AWARDS

- DEAN'S LIST (9 SEMESTERS)
- MAGNA CUM LAUDE
- 2ND PLACE, ROBERTSON RUSH
ADVERTISING COMPETITION
(2024)