**Hao Do**

513-837-6703 • [Lucydo1215@gmail.com](mailto:Lucydo1215@gmail.com) • <https://www.lucythemarketer.com/>

2875 Short Vine Street, Cincinnati, OH

**EDUCATION**

**Bachelor of Arts in Public Relations Expected: April 2023**

*University of Cincinnati, College of Arts and Science,* Cincinnati, OH

*Minor: Marketing*

* Two-Time Recipient of the Outstanding Performance Award from the Department of Communication
* 2023 UC Public Relations Student of The Year Nominee

**WORK EXPERIENCE**

**Partner Marketing Intern August 2022 – Present**

*SAP,* Atlanta, GA

* Manage a portfolio of 12 agencies with 50+ offering programs and QA digital assets produced by them to ensure compliance with SAP’s guidelines; redesign the Agency Catalogue, Agency Evaluation Qualtrics form, and the Global Onboarding Guide for 300+ stakeholders to utilize
* Conduct a focus group with 17 global SAP partners, developing the questionnaire, interviewing participants, analyzing the results to compile a marketing enablement plan for the regions
* Dissect SAP’s website activities reports to showcase utilization across regions and make data-driven recommendations; process data from WorkSpan funding reports to support creating the quarterly business review
* Create engaging and on-brand assets (LinkedIn posts, presentations, email templates, reports) for global and regional marketing initiatives, including a LinkedIn series that have 4k+ reach and interactions

**Digital Marketing Intern June 2022 – August 2022**

*Atlas Copco,* Rock Hill, SC

* Planned and executed inbound marketing campaigns, utilizing Sprout Social to develop automated content streams; leveraged data and market insights from Sprout Social for engagement optimization.
* Audited the company’s website to gather insights about SEO ranking, find pain points during navigating the site, make recommendations to enhance the user experience; set up chatbots to help visitors find information efficiently
* Managed the deployment of promotional content using Adobe Experience Manager (AEM); supported the development of our division’s Sharepoint site; created sales-enablement content (brochures, sales sheets, etc.)

**Social Media Intern**  **February 2021 – April 2021**

*MoMo E-Wallet (the largest e-wallet in Vietnam),*Ho Chi Minh, Vietnam

* Maintained an editorial calendar to produce weekly content and interact with the Facebook communities of 100,000+ customers to promote the business, gathering feedbacks about the app to distribute back to the Product team
* Liaised with other departments (Mobile Product, Engineer, Sales) to plan and execute new marketing initiatives regarding product and service developments

**VOLUNTEER EXPERIENCE**

**Graphic Designer (Part-time) January 2021 – Present**

*STEAM for Vietnam,* Online Platform

* Research and design teaching materials/visuals for coding courses, which have had a total of 35,000+ students

**LEADERSHIP & AFFILIATIONS**

**Product Manager January 2022 – April 2022**

*No-Code Class Group Project (Client: Price Hill Will)*

* Mapped out the problem that the client’s facing and developed a specific timeline to deliver solutions, including a Google Form assessment and a guiding document on third-party rent-collecting systems.

**Growth Marketer/UI Designer September 2021 – December 2021**

*Public Relation Campaign Class Group Project (Client: Great Oaks Adult Education)*

* Assessed the client’s enrollment process and analyzed 120+ responses from students to enhance the process
* Audited the client’s website to improve their SEO ranking, the flow and the UI/UX aspects of the site

**Marketing Director March 2019 – April 2020**

*UC Vietnamese International Students Association*, Cincinnati, OH

**SKILLS**

Digital Advertising, Reporting (WorkSpan, Excel) and Data Visualization (Tableau), Graphic/ UI Design (Figma, Adobe Illustrator, Canva), Microsoft Office Suite, Content Management (Sprout Social, Adobe Experience Manager).