

# KATHY TRA



## WORK EXPERIENCE

### Republic Records

*Commerce & Digital Marketing Administrative Assistant*

*July 2021 - Present*

- Ideate and implement creative and strategic digital activations and campaigns for Republic artists (e.g. Just Stef, Reyanna Maria)
- Create creative assets of dynamic TikTok trends and priority releases for weekly Republic Newsletter and Content Blast
- Curate and manage over 15 Republic-owned themed playlists across streaming platforms and socials
- Build and maintain relationships with social partners (Discord, Snapchat, ect) and develop creative opportunities that increases visibility, grow audience, and drive engagement for Republic artists
- Compile and prepare recaps of various commerce reports and digital marketing campaigns to capture a snapshot of release day coverage
- Manage and update the Republic Records website with new releases, music videos, artist roster, ect.

### Universal Music Group

*°1824 Marketing & Social Media Representative*

*September 2019 - July 2021*

- Manage and contribute to various task forces that create and execute strategic marketing plans for UMG artists and brand partners (e.g. Duckwrth, Mae Muller, Abby Jasmine, FVFRFRIDAY)
- Target local and national 18-24 demographic to increase visibility for UMG's new and upcoming artists by utilizing social media and other marketing techniques to create organic traffic to UMG events, campaigns, and new music releases
- Co-manages the °1824 Instagram account by ideating content, building out content calendar, copywriting, collaborating with partner accounts, and managing teammates. The results: 65.1% follower growth in 2020 with 36% increase in engagement
- Co-produce virtual experiences for Universal Music Group artists to connect directly with their fans nationwide
- Participates in artist and brand Focus Groups, providing in-depth feedback and actionable insights for marketing campaigns
- Hosted a virtual experience for UMG artist, keshi, and 130 of his superfans

## LEADERSHIP EXPERIENCE

### alpha Kappa Delta Phi, International Sorority Inc.

*Vice President External | May 2020 - May 2021*


*Athletics Chair | January 2020 - May 2020*

- Plan and arrange social events such as mixers between the sorority and other organizations on campus and other campuses in Texas
- Communicate with fellow officers, members, and external contacts regarding any events, issues, or concerns
- Fundraised over \$17,000 to donate to The Bail Project

## CONTACT

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## EDUCATION

### University of Texas at Austin

Bachelor of Business Administration

**Major:** Marketing

**Minor:** Communication Studies

## SKILLS

Adobe Photoshop

Monday.com

Procreate

Slack

Google Suites

Canva

Microsoft Office

Fluent in Vietnamese

Project Management

Marketing Strategy

Copywriting

Storytelling

Public Speaking

Creativity

Social Media

Communication