

Tram Cu

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Art Director & Content Creator

Experience

Art Director | New York, New York
Dentsu Creative, April 2024 – Present

- Art directs and execute designs for 360 marketing campaigns across all the global markets including brand amplifications, experiential design and activations, collaborations, campaign concepts, digital landing pages, social assets, in-store signage, and merchandise for brands such as T-Mobile, Subway, Kroger, and more.

Founder & Editor-in-Chief | Gainesville, Florida
Gelée Magazine, May 2020 – Present

- Co-founded and the biggest student-led art and fashion magazine at the University of Florida.
- Concepting, directing, and shooting photoshoots and short films/videos.
- Developing and executing social media and marketing campaigns.
- Styling and designing wardrobe for models.
- Responsible for the creative direction and overall branding of the magazine.
- Coordinating and offering feedback, communication, leadership, and assistance to 50+ staff members.

Art Director | New York, New York
Anomaly, June 2023 – January 2024

- Art directed for clients such as Ally Bank, Denny's, Johnnie Walker, Bud Light, Google Shopping, and new business pitches.
- Concepted, designed, and executed organic and reactive social content across various social media platforms across clients.
- Participated in daily social reactive writers rooms to pitch and execute reactive content and collaborations.
- Collaborated with Blink-182 and Denny's to promote and announce their 2023/2024 World Tour.
- Designed and refreshed brand identity & social playbooks for various brands.
- Organized, planned, and executed company-wide social events.

Integrated Production Intern | New York, New York
Dentsu Creative, October 2022 – December 2022

- Assisted Executive and Senior Producers in pre-production, shoot, and final delivery including concepting, research, scheduling and budgeting.
- Conducted director and production company searches for various campaigns.
- Concepted with creative team on social and digital projects.
- Clients: Kroger, Oreo, FTX, and Marco's Pizza

Campaign Strategist & Graphic Designer | Gainesville, Florida
Swamp Records, September 2021 – April 2022

- Created marketing strategies and plans for local musicians in Gainesville.
- Collaborated with team members to create advertising and public relations campaigns.
- Designed promotional materials and branding for artists.
- Collaborated with team members to create cohesive and coordinated branding for artists.

Social Media Director | Gainesville, Florida
Hu Magazine, March 2020 – August 2020

- Generated, curated, and published engaging content weekly.
- Collaborated with other teams, such as marketing, and design to ensure brand consistency.
- Oversaw Hu's Instagram account's design and layout.
- Conceptualized and implemented new campaign ideas to develop brand awareness.

Education

University of Florida

Bachelor of Science in Advertising
3.89 GPA Graduation: May 2023

- Specializing in Art Direction
- Minor in Art and Art History

Achievements

4A's Multicultural Advertising Intern Program
MAIP 2022 Fellow

Florida Bright Futures
Academic Scholars Award

Machen Florida Opportunity Scholar

Skills

- + Art Direction
- + Graphic Design
- + Branding
- + Deck/ Presentations
- + Social Media
- + Photography + Video
- + Leadership
- + Production
- + Content Creation
- + Adobe Creative Suite
(Photoshop, Illustrator, Premiere, After Effects, InDesign),
- + Fluent in English + Vietnamese

Interests

Ceramics, Music, Architecture,
Magazine Publication, Cooking,
Furniture Design, Community Building,
Fashion Design, Styling, Event Planning,
Experiential Design,