Tracy Vu

Digital Marketing | Creative Strategy | Content Creation

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PROFESSIONAL SUMMARY

Digital marketing and creative communications professional with a B.S. in Cognitive Science (Design and Interaction) from UC San Diego. Experienced in social media marketing, content creation, audience analytics, market research, and visual design. Combines consumer behavior insights with creative storytelling to develop audience-centered content and digital experiences.

EDUCATION

University of California, San Diego | B.S. Cognitive Science, Design and Interaction Specialization — Graduated June 2026
Honors: Chancellor's Associates Scholar

MARKETING & CREATIVE EXPERIENCE

UC San Diego Computer Science and Engineering Department | Communications Intern — La Jolla, CA | Dec 2023 – Jan 2025
- Created social media and marketing content for Instagram, LinkedIn, and Twitter accounts with a combined audience of 2.8K+ followers.
- Analyzed content performance metrics to refine messaging and improve audience reach and engagement.

Independent Content Creator — San Diego, CA | Jun 2025 – Present
- Generated 153K+ views, 9K+ likes, and 1.1K+ shares on TikTok (@tracyvuu) over 12 months, with nearly 30% of views coming from search.
- Built an audience of 4.1K+ followers by conceptualizing, filming, and editing short-form lifestyle vlogs and café and local spot features; top video reached 34.5K+ views.
- Produce original photography and video with a cohesive visual identity, showcasing everyday lifestyle moments and local cafés.

Design Co: UP-Grade | Marketing Strategist — Remote | Jun 2023 – Aug 2023
- Conducted market research, SEO audits, SWOT analysis, and competitive benchmarking to shape marketing strategy for the San Diego Animal Sanctuary.
- Contributed to a website redesign informed by marketing strategy and 11 user tests, within a 36-student nonprofit brand amplification program.

Youth Will | Social Media & Outreach Intern — San Diego, CA | Mar 2023 – Nov 2023
- Created social media content promoting nonprofit initiatives and community engagement.
- Supported community outreach and a nonprofit website redesign focused on accessibility and user experience.

UC San Diego Vietnamese Student Association (VSA) | Co-Media Chair — La Jolla, CA | May 2022 – May 2023
- Co-led social media and visual communications, designing promotional graphics and content for student events and cultural initiatives.
- Supported visual branding and creative direction for event campaigns, including Bloom, for an Instagram audience of 1,000+ followers.

SELECTED DESIGN PROJECTS

Saigon Children's Charity CIO | UI/UX Designer — La Jolla, CA | Jan 2025 – Mar 2025
- Designed a mentorship platform for 700+ underserved Vietnamese students, focused on bilingual accessibility.
- Conducted user research and usability testing, improving navigation efficiency by 50%.

Project Art of Learning | UX Designer — La Jolla, CA | Jan 2024 – May 2024
- Led the redesign of a nonprofit website connecting 400+ K–12 students from low-income and refugee communities with free 1:1 online tutoring.
- Designed and prototyped an interactive map to streamline tutor-student matching.

SKILLS & TOOLS

Marketing & Strategy: Content strategy, market research, competitive analysis, SEO, SWOT analysis, consumer behavior, brand awareness

Social Media & Analytics: Social media marketing, community engagement, performance analytics, Instagram, TikTok, LinkedIn, Twitter/X

Creative Production: Short-form video, photography, videography, video editing, graphic design, visual storytelling

Design & Research: UI/UX design, web design, prototyping, user research, usability testing, accessibility

Technical Tools: Adobe Photoshop, Adobe Illustrator, Canva, Figma, Framer, Google Analytics, HubSpot, WordPress, Notion, Google Workspace

Languages: English (fluent), Vietnamese (native)