Khue Nguyen

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EDUCATION

UNC Chapel Hill | *Hussman School of Journalism and Media* **Expected May 2028**
B.A. Media and Journalism (Advertising and Public Relations focus)
B.A. Creative Writing

AWARDS & HONORS

Dean's List (All Semesters)
National Literature Competition - Bronze Award (2023) (50th percentile)

EXPERIENCE

UNC School of Education **Aug 2026 - Present**
Social Media Intern Chapel Hill, NC

- Craft copy for UNC School of Education media content across platforms, including LinkedIn, Instagram, Facebook, and Bluesky.
- Research monthly social media trends and evaluate their alignment with the UNC School of Education's brand and audience.
- Review and recommend revisions to the UNC School of Education's social media strategy.
- Maintain and update email marketing mailing lists, including 700 university leaders across the country and other key contacts.

PMG Worldwide **Jun 2026 - Jul 2026**
Media Intern - Search Engine Optimization & Agentic Search Track Dallas, TX

- Developed editorial briefs, including target keyword research, URL recommendations, and article outlines to support SEO content strategy.
- Conducted 5-page competitor analysis, including keyword and top-performing page research, competitive strengths and weaknesses, and strategic optimization recommendations.
- Optimized product landing pages by refreshing 50 metadata and 5 content blocks, proposing title tags, page titles, H1 headers, and meta descriptions, and writing SEO-focused copy with internal linking.
- Analyzed search performance using SEMrush, pulling data on search volume, branded and non-branded keywords, and article performance metrics.
- Expanded agentic search prompt libraries by consolidating research topics, configuring prompt generation instructions, and drafting over 300 optimized prompts for LLMs.
- Generated reports and visualizations tracking clients' visibility and performance across large language models (LLMs) relative to competitors.
- Conducted market landscape mapping and SWOT analysis, delivering strategic recommendations for the company's AI platform to the leadership panel.

Brand 1893 Studio **Jan 2026 - May 2026**
Storytelling team member Chapel Hill, NC

- Crafted over 10 compelling captions and content for social media posts.
- Wrote 500-word sponsored articles for a variety of clients to be featured on the Daily Tar Heel.
- Gained skills in adjusting brand voice to a wide variety of copies.

Pencil Creative **Jun 2025 - Aug 2025**
Copywriter and Content writer Intern Ho Chi Minh, Vietnam

- Crafted compelling copies for a variety of brands, including brand manifestos, brand stories, TikTok scripts, and social media content.
- Contributed insights, creative ideas and concepts for integrated marketing campaigns.
- Supported the development of a book titled “99 Questions on Developing a Brand”.
- Wrote case study articles showcasing the agency’s work on its official website.

Otus Consulting **Jun 2023 - Aug 2024**

Content writer, Photographer, Designer Ho Chi Minh, Vietnam

- Designed 30+ social media posts to promote the company’s courses, workshops, and activities.
- Designed 10+ banners and posters for the company’s events.
- Crafted 50+ social media posts in English and Vietnamese to strategically promote the company’s courses, workshops, and activities.
- Led the photography and editing process for the company’s events.

LEADERSHIP AND COMMUNITY INVOLVEMENT

Moonlight Dance Crew - Publicity & Outreach Chair, May 2025 - Present.

UNC aKDPhi - Publicity & Graphic Design Chair, May 2025 - Jan 2026.

The Daily Tar Heel - Photographer, Aug 2024 - Aug 2025.

SKILLS AND INTERESTS

Languages & Skills: English (fluent), Vietnamese (native), Adobe Photoshop, Illustrator, Lightroom, Procreate, Figma, HTML, CSS, Javascript.
Interests: Painting, Poetry, Fiction, Modern Family.