

PATRICIA SENGBOUNPHENG

CONTACT

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-  [Patricia Sengbounpheng Portfolio](#)
-  Philadelphia, PA

SKILLS

Soft Skills:

Time Management, Conflict Resolution, Collaboration, and Adaptability

Hard Skills:

Excel, Smartsheet, Adobe Acrobat Pro, Media Planning, and Project Management, Microsoft Office

EDUCATION

Temple University

Bachelor of Business Administration
Marketing 2019-2023

Selected Courses: Consumer and Buyer Behavior, International Marketing, Macroeconomic and Microeconomic Principles, Legal Environment of Business, Financial and Managerial Accounting, Marketing Research, and Digital Marketing

EXPERIENCE

Project Management Fellow

Multicultural Advertising Internship Program (MAIP) 4A's Foundation

Event Planner

Women of Colors Creative Organization

Social Media Coordinator

Active Minds Organization

Marketing Team Member

Main Campus Program Board

Mentee

FSBAA Mentorship Program

College Ambassador

Philadelphia Film Society

Influencer

Amazon Influencer Program

PROFILE

A visual storyteller. Aspiring project coordinator. A creative nomad. I am determined to disrupt and influence traditional planning, management, and communication through tech-led initiatives. As a multifaceted person, I seek roles that are open-minded and positively influence both digital and physical worlds. In the realms of dynamic and passionate campaigns, I'm eager to merge human connection with innovative thinking.

WORK EXPERIENCE

Project Management Intern

Formerly Known As, New York, NY

June 2023 – August 2023

- Supported day-to-day operations for luxury automobile company campaigns as a project coordinator intern at an advertising agency, ensuring seamless coordination and execution of advertising projects.
- Assisted in managing project timelines, budgets, and resources, contributing to the successful delivery of advertising campaigns for the client.
- Collaborated with cross-functional teams to facilitate effective communication and coordination, enabling efficient project workflow and maintaining client satisfaction for the client.

Marketing and Social Media Intern

Temple University Pre-College Program, Philadelphia, PA December 2022 – May 2023

- Led a team of three as the Marketing and Social Media Intern at my university, overseeing the management and execution of marketing campaigns targeting high school students for workshop and course credit opportunities that my university offered.
- Spearheaded the generation of creative content ideas, effectively enhancing the university's social media presence and driving engagement among the target audience.
- Collaborated with the marketing team to analyze campaign performance metrics, providing valuable insights for optimization and contributing to the successful outreach efforts of the university to high school students.

Growth Marketing Intern

Lanor, New York, NY

September 2022 – December 2022

- Played a key role as a marketing intern at a tech start-up company, actively assisting in the outreach efforts to brands for their comprehensive-integrated solution empowering product data management across the digital shelf.
- Collaborated closely with the marketing team to identify potential brand partners, initiating contact and effectively conveying the value proposition of the start-up's offerings.
- Contributed to expanding the company's brand network by establishing relationships and facilitating collaborations, further enhancing the reach and impact of the comprehensive-integrated solution in the market.

Marketing and Outreach Coordinator

Temple University Dean of Students Office, Philadelphia, PA

January 2022 – May 2022

- Served as a Marketing and Outreach Coordinator at my university's Dean of Students Office, overseeing the development and execution of marketing strategies and outreach initiatives.
- Led the creation of impactful marketing materials, including digital content, flyers, and presentations, effectively promoting the services and resources offered by the Dean of Students Office to the university community.
- Collaborated with cross-functional teams and student organizations to plan and execute outreach events, fostering engagement and building strong connections between students and the Dean of Students Office.

Marketing Intern

CLOCKY LLC., Nando Home, Los Angeles, CA

August 2021 – November 2021

- Contributed as a Marketing Intern at a walking alarm clock company, actively participating in the development and execution of marketing strategies to promote the unique features and benefits of the company's products.
- Developed strategic social media content plans, including posting schedules, content calendars, and campaign ideas, resulting in increased brand awareness and online presence.
- Assisted in analyzing social media metrics and user engagement data, providing valuable insights to optimize future social media campaigns and drive effective audience targeting and messaging.