

Vivian Nguyen

Journalist

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Education

- **University of Memphis, Memphis, TN** 2020-2024
 - Bachelor of Arts in Journalism, concentration in Broadcast
 - GPA: 3.94
 - University of Memphis Dean's Scholarship| Kappa Tau Alpha (Spring 2023 - Present) - Top 10% of the class to be selected

Experience

- **Digital Content Producer, WREG-TV News Channel** January 2025-Present
 - Write, report on breaking news and events in the Mid-South through WordPress
 - Optimize stories for SEO by testing headlines and using keywords increasing pageviews.
 - February top author and in July, October of 2025, with nearly 1M pageviews combined
 - Create engaging social media posts using Canva for multiple digital platforms
- **Digital Content Intern, WREG-TV News Channel** June 2024- Sept. 2024
 - Wrote developing news stories on website for desktop and mobile.
 - Find exclusive/trending content that will grow engagement and drive loyal, local traffic.
 - Supported the execution of social media by drafting posts and creating graphics.
 - Assist in producing, editing, and managing multimedia content for various digital platforms.
- **Daily Helmsman Reporter University of Memphis** January 2024- April 2024
 - Reported on news and events in Memphis and at the University of Memphis.
 - Collaborated with editors and reporters to pitch ideas for weekly news stories.
 - Excelled in conducting interviews with people to develop stories.
 - Wrote and produced stories for the website and weekly newspapers.
- **Midtown Mosaic News Reporter, University of Memphis** January 2024- April 2024
 - Reported on news about cultural foods and culture in Midtown Memphis.
 - Published news stories, resulting in a 34% increase in online engagement.
 - Interviewed sources and developed relationships with informants to write stories.
 - Managed and edited reporter's news stories on the website.

Leadership

- **Vietnamese Student Association, University of Memphis** August 2022-May 2023
President
 - Set goals for the organization, planned and presided over executive board meetings
 - Delegated tasks to plan meetings and cultural events including food, production, advertising, activities, volunteers, and budget.
 - Ensured the organization complied with all policies and procedures of the university's regulations.

Skills

- Adobe Premiere Pro
- Adobe InDesign
- Adobe Lightroom
- Canva
- News writing and reporting
- Scriptwriting
- Social media management
- Team management and collaboration