

DOM KHUN

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SUMMARY

A Swiss-army knife in human form, equipped with a diverse set of interpersonal skills and technical expertise applicable to creative roles within advertising, marketing, and communications. With nearly a decade of customer service experience and a passion for cultural representation, they're determined to make a lasting impact on the art, media, and entertainment industry.

SKILLS

Art Direction | DSLR/Film Cameras | Studio Lighting | Adobe Photoshop, Illustrator, Lightroom, and Premiere | G Suite | Midjourney

EXPERIENCE

Social Media Graduate Assistant | VCU da Vinci Center for Innovation | *Richmond, VA* Aug 2022 – Current

- Assisted in developing and executing strategic social media campaigns to promote events, initiatives, and programs hosted by the da Vinci Center, optimizing engagement and reach across various platforms.
- Produced engaging multimedia content, including graphics, videos, and written copy, that enhanced the da Vinci Center's online presence and effectively communicated key messages to target audiences across various social media platforms.
- Monitored social media channels, analyzed performance metrics, and generated reports to assess campaign effectiveness, informing future strategies and recommendations for improvement.

Creative Marketing Intern | Amazon XCM | *Seattle, WA* Jun 2023 – Aug 2023

- Conceptualized, pitched, produced, edited, and wrote copy for social media content that leveraged creativity and insights to drive brand awareness and customer engagement for three campaigns: Prime Day, Back to School, and Halloween.
- Assisted on set for Amazon Prime Night livestream production. Workshopped logistics for event programs' pre-production.

Operations & Social Media Manager | Rose Ave Bakery | *Washington, D.C.* Aug 2020 – July 2022

- Designed marketing assets and managed various social media platforms to keep target audience engaged and informed.
- Hired & trained new employees. Identified company needs and created documents to standardize operational procedures.
- Managed teams of 10-plus individuals. Successfully delegated tasks to ensure a smooth service of over 250 guests on a typical weekend. Nurtured relationships in the community resulting in brand interest and customer loyalty.

Social Media Management & Content Creation | Freelance and Publications Dec 2014 – Current

Select Clients: | [Rose Ave Bakery](#) | [Red Eye Cookie Co.](#) | [River City Fashion](#) | [The Block Food Hall](#) | [SnoCream Company](#)

Select Publications:

- Best of Washington "Best New Food Business," [Washingtonian](#) 2021
- Going Out Guide "These five new bakeries offer delicious treats..." [The Washington Post](#) 2020
- "Washington, D.C. Is America's Next Great Bakery Town," [Food and Wine](#) 2020

EDUCATION

Virginia Commonwealth University - Brandcenter | Richmond, VA | MS in Branding & Art Direction | May 2024

Virginia Commonwealth University | Richmond, VA | BFA in Photography and Film | May 2020