

Elliott Trinh

CONTACT

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EDUCATION

University of North Carolina at Chapel Hill | 2022-2026

Bachelors of Art in Media & Journalism - Advertising & Public Relations

Hussman School of Journalism & Media

Minor: Studio Art - Video focus

Expected Graduation: May 2026 | GPA: 3.687

- Dean's List 2022 - Present
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PROFESSIONAL EXPERIENCE

Sales Consultant | 2023 - Present

Storm Guard Roofing & Construction - Winston Salem, NC

- Sold over \$150,000 worth of roofing systems and exterior repairs over summer months, multiple years in a row.
 - Took over marketing initiatives, assisting in strengthening them and building new ones, increasing customer acquisition.
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LEADERSHIP EXPERIENCE

Snowboard Captain | May 2025 - May 2026

The University of North Carolina at Chapel Hill

- Managed club of over 300 members. Captain of over 30 competing snowboarders.
 - Assisted in doubling the size of the club, from ~150 members to over 300.
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SKILLS

- Sales & Marketing
 - Videography, Storytelling, Editing
 - Highly proficient in Adobe Creative Cloud Applications
 - UX and UI Design, Motion Design
 - Knowledgeable in Microsoft and Google Suite applications, Proficient in HTML, C++, and AI systems
 - Scholarly research and academic writing
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PROJECTS

UNC Grad Program Video Promo Package | 2026

Created promo video package for official UNC use promoting UNC's M.A. in Strategic Communication program. The package consisted of two longform videos and four short form vertical and horizontal videos.

- Conducted interviews with professors, students, and the director of the program to develop story/angle for videos.
- Personally filmed interviews and hours of b-roll. Utilized After Effects skills to develop custom lower-third and title-card animations.

Nestlé Purina PetCare Advertising Campaign | 2025

Developed a comprehensive, multi-phase advertising campaign centered on an interactive AI platform to strengthen technical and strategic marketing skills.

- Conceptualized an AI platform that translates a dog's physical reactions into emotional insights.
- Executed a multi-channel campaign featuring custom label designs, video ad scripts, and experiential MLB pop-up events.
- Structured a three-phase, insight-driven media plan targeting Gen Z consumers.