

**Timson Nguyen**

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**PROFESSIONAL SUMMARY**

Communications and public relations professional with agency experience in media pitching, earned media, social media, administrative support, and experiential marketing. Secured media interviews in The Sacramento Bee and WWNO-FM (New Orleans Public Radio) while supporting 8 client accounts and producing multi-platform social content.

**WORK EXPERIENCE**

**Violet PR** **Montclair, NJ**  
*Public Relations Fellow* *March 2026-June 2026*

- Led end-to-end media pitching, from pitch ideation and drafting through media list development and outreach, securing earned media interviews with The Sacramento Bee and WWNO-FM (New Orleans Public Radio).
- Supported media relations across 8 different accounts, including media briefs, media lists, monitoring, call agendas, and action-item tracking.
- Created 20+ multi-platform social posts for agency and client accounts, incorporating graphics and trend-driven content for an audience of 5,000+ industry professionals.

**The Syndicate** **Weehawken, NJ**  
*Public Relations Intern* *September 2024-December 2024*

- Monitored and compiled 20+ weekly media placements covering clients’ upcoming or released projects, supporting client communications and media-reporting.
- Pitched client work to 60+ journalists per week, contributing to media outreach and earned media opportunities.
- Audited and refined media list database of 300+ journalists, identifying 100+ active journalists and publishers to streamline the PR team’s media pitching process.

**Scarlet PR** **New Brunswick, NJ**  
*Assistant Account Manager* *September 2023-December 2024*

- Planned and executed 3 experiential marketing activations on campus, engaging students through interactive promotions and branded merchandise.
- Created and edited 10+ videos over the course of 5 months to be posted across client’s social platforms utilizing relevant social media trends and abiding by platform-specific formats.
- Brainstormed and published 5 monthly social media posts aligned with the client’s brand identity and messaging.

**LEADERSHIP & DIGITAL MEDIA**

**Timson’s Sound Music Reviews** *August 2023-Present*  
*Freelance Writer*

- Managing an independent digital media project covering cultural trends across the music and entertainment industry through SEO-friendly editorial content.
- Utilizing Notion, Wix, and Instagram to rate, review, and publish 300+ music releases of various genres.
- Conducted qualitative research to identify emerging trends and incorporate relevant topics and SEO strategies into reviews.

**Southeast Asians of Rutgers University** *May 2024-May 2025*  
*Social Chair*

- Led a team to organize 10 social media campaigns promoting social and educational events, uplifting the Southeast Asian identity; one of the campaigns garnered over 10,000 impressions in 2 weeks.
- Edited and posted over 10 TikToks & Instagram reels highlighting the organization’s mission and organization culture.

*Event Coordinator* *February 2023-May 2024*

- Conceptualized and executed 20+ events centered around Southeast Asian heritage and identity averaging 80 attendees per event.
- Oversaw logistics for 20+ events, coordinating task delegation and vendor relationships to ensure event execution.

**EDUCATION**

**Rutgers University - School of Communication & Information** **New Brunswick, NJ**  
Bachelor of Arts Graduation Date: May 2025  
Major: Communications; Specializing in Public Relations  
Minor: Digital Communications, Information, & Media (DCIM)

**SKILLS**

**PR & Communications:** AP Style, Press Releases, Media Relations, Media Pitching, Media List Building, Media Monitoring/Press Clipping, Media Briefs, Call Agendas, Action Items, Copywriting, Event/Campaign Planning  
**Digital & Content:** Content Creation, Social Media, Trend Analysis, Qualitative Research, Editorial Judgment, Audience Engagement  
**Software:** MuckRack, Coverage Book, Qwoted, PR Newswire, Mailchimp, Monday.com, Notion, Canva, CapCut, Wix, WordPress, Slack, Microsoft Office, Google Workspace  
**Languages:** English, Vietnamese