# Freddy Tran Nager

Lecturer in Communication & Co-Director, Digital Media Management

USC Annenberg School for Communication and Journalism

MBA, University of Southern California | AB, Harvard University

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**intro**

Marketing communication professor and professional combining 30+ years of business experience and 14 years of teaching at the undergraduate, graduate, and executive levels. Currently full-time at USC as a lecturer and department head. Acclaimed teaching skills reflected in consistently positive evaluations, a 9.5/10 on the 2019 faculty merit review (most recent year offered), and strong rapport with international students.

**TEACHING EXPERIENCE**

**UNIVERSITY OF SOUTHERN CALIFORNIA | Annenberg School for Communication and Journalism**

**Co-Director, M.S. in Digital Media Management | 2021-present**

* Jointly directing new online STEM program with an emphasis on diversity, equity, and inclusion.
* Overseeing committees for faculty hiring, student recruitment, and course development.

**Lecturer in Communication (previously Adjunct) | 2012-Present**

* Promoted to full-time in 2021. Teaching in 3 master’s degree programs: Communication Management, Digital Social Media, and Digital Media Management. Responsibilities: course design, lectures in person and online, student evaluations, and career advisement. Alternating courses:
* **Influencer Strategies:** How to critically evaluate and manage influential individuals and influencer-marketing campaigns, plus strategies for developing personal influence.
* **Website Strategies for Organizations:** How to develop and direct content strategy, ecommerce tactics, and user experience design to achieve organizational goals.
* **Communication Strategies for Innovators and Entrepreneurs:** How to promote entrepreneurial ventures and innovations to a diverse array of stakeholders, from investors to end consumers.
* **Business Models of Communication Firms:** How to craft ad agency organizational structures, revenue models, ethics guidelines, and new business pitches.
* **Digital Social Media Capstone:** Supervise master’s degree final projects.
* **Additional Lectures:** Address student organizations, faculty, alumni, and USC Athletics on topics ranging from search engine optimization to NCAA Name, Image, and Likeness policy.

**Entrepreneurial Communication Expert In Residence | 2019-2021**

* Appointed by Dean Willow Bay to direct the USC Annenberg Agency, a student consultancy serving nonprofits, including the USC Homelessness Initiative and Oxford Global Women's Narrative Project.
* Taught course in entrepreneurial communication.
* Developed relationships with alumni entrepreneurs.
* Advised student entrepreneurs.

**Committees:**

* Digital Media Management Program Development
* Digital Social Media Faculty Hiring
* Digital Social Media Admissions

**ADDITIONAL TEACHING EXPERIENCE**

**UCLA EXTENSION**

**Instructor | 2010-2017**

* Developed and taught 6 executive-education courses in person, ranging from one-day seminars to full terms with 50+ students. Courses:
	+ Strategic Marketing
	+ Influencer Marketing
	+ Integrated Marketing Communications
	+ New Media Marketing
	+ Social Media Marketing
	+ Writing for Marketing & Advertising
* Conducted customized workshops for visiting groups from China and Italy.
* Served on the Advisory Board for the Marketing & Public Relations Certificate.

**EMERSON COLLEGE LOS ANGELES**

**Instructor | 2015**

* Developed and taught the executive-level course Social Media for the Entertainment Industry.

**ANTIOCH UNIVERSITY LOS ANGELES**

**Adjunct Professor | 2008-2011**

* Developed and taught 3 courses in person:
	+ Social Entrepreneurship (B.A.)
	+ Social Media (B.A.)
	+ Marketing Management (M.A. in Organizational Management)
* Served on the Technology Committee.
* Founded the official Antioch blog, *The Antidote.*

**ROBERT KENNEDY COLLEGE OF ZURICH, SWITZERLAND**

**Professor | 2007-2014**

* Taught 4 online MBA courses in collaboration with British universities:
	+ Marketing Management (University of Wales)
	+ Sustainable Marketing (University of Cumbria)
	+ International Marketing (University of Cumbria)
	+ Social Media Marketing (University of Salford)
* Supervised and evaluated MBA dissertations.

**Education**

**UNIVERSITY OF SOUTHERN CALIFORNIA | Marshall School of Business | MBA 2005**

Master of Business Administration, Entrepreneurship & Marketing

* Additional coursework at the USC School of Cinematic Arts.
* Inductee, Beta Gamma Sigma national business honor society.
* Member, The Executive Committee (TEC), exclusive entrepreneurship organization.

**HARVARD UNIVERSITY | AB 1989**

Bachelor of Arts with Honors (*Cum Laude*), East Asian Studies & Sociology

* Concentrated on interactions between business and culture in Japan.
* Photo Editor, *Harvard Crimson* daily newspaper.

**TAIPEI AMERICAN SCHOOL**

* Attended international high school in Taiwan for all 4 years.

**BUSINESS EXPERIENCE**

**ATOMIC TANGO LLC**

**Founder & Creative Strategist | 2007-present**

Launched as a creative strategy consultancy serving entrepreneurs, Atomic Tango (atomictango.com) has evolved to include multiple practices in marketing and media.

* **Consulting:** Conduct marketing audits of campaigns, content, and client agencies. Formulate strategies and marketing plans. Clients have included established corporations (Lexus, Netflix, Barnes & Noble), entrepreneurs and startups (nutrition influencer Rachel Beller, SunGreen solar energy), and institutions (UCLA MFE program, Ascend organization for Asian professionals).
* **Publishing:** Writing, editing, and publishing books on business and lifestyle topics.
* **Ventures:** Developing startups, including a cat-inspired lifestyle brand and TV show.
* **Atomic Tango Blog:** Featuring over 300 original articles on marketing, media, and other topics, the blog has attracted over 250,000 views from around the world.

**VARIOUS AD AGENCIES + CLIENTS**

**Marketing Consultant & Copywriter | 2000-2007**

* Crafted marketing campaigns and content for Royal Caribbean Cruise Lines, the Grammy Brand, Nestle, Sapient, The Designory, Austin Monthly Magazine, and multiple startups.

**MAGNET INTERACTIVE**

**Sr. Content Director | 1998-1999**

* Developed interactive media for such clients as Nissan/Infiniti and National Lampoon.

**SAATCHI & SAATCHI L.A.**

**Sr. Interactive Copywriter | 1996-1998**

* Created award-winning digital media for Toyota, including “voice” of their $5 million website.

**MCA Records/Universal Music Group**

**Copywriter & Website Editor | 1991-1996**

* Wrote all marketing media for Top 5 music label, including speeches, ads, and bios.
* Served as Editor of one of the world's first entertainment sites, *AMP: MCA Records Online*.

**ADDITIONAL ACCOMPLISHMENTS**

* **Honors:** Adweek**,** Channel Seven Online**,** Communication Arts**,** HOW Design**,** Interactivity Magazine**,** International Automotive Ad Awards (2-time winner)**,** Logo Lounge**,** Lulu Awards**,** One Show**,** Saatchi & Saatchi creative award (2 straight years)**,** Step Inside Design Magazine**,** Wow! Book**,** ZD-NET
* **Interviews:** Bloomberg, Buzz Magazine, The Drum (UK), The Guardian (UK), The Industry Standard, Les Affaires (Canada), Los Angeles Times, Marketplace (Public Radio), Sierra Club Magazine, Sondag (Finland), Vox, Washington Post, WBUR/Boston
* **Publishing**: *AIDA+: Why The Classic Purchase Funnel Matters More Than Ever* (2013 Tempus Academy, Denmark), USC Public Diplomacy Magazine (article)
* **Speaking:** American Marketing Association, California China Summit, CCEE (ecommerce conference in China), Fitness MBA Summit, Global Innovation Fellows, National Broadcasting Society Convention, OnePiece Global Entrepreneurship Panel, Regional Independent School Communicators, Renaissance Women Summit, SoGal Influencer Summit, Taste of China Awards, USC Social Entrepreneur Forum
* **Volunteering:** Advisor, Tiyya Foundation refugee-assistance (2010-present); Board Member, City Garage Theatre (2008-2011); Board Member, Coalition of Asian Pacifics in Entertainment (2001-2002)