

SKILLS

- **Graphic Design:** Creative Direction, Visual Design, Illustration, Typography, UI/UX Design
- **Marketing:** Advertising, Branding, Social Media
- **Multimedia:** Animation, Film, Photo & Video Editing
- **Tools:** Adobe Photoshop, Figma, Framer, Google Suite, Illustrator, Microsoft Office, Procreate

EXPERIENCE

Visual Content Designer / Closet Children MAY 2025 - PRESENT

- Directed brand creative and advertising strategy, intentionally delivering content for target audiences and virality, effectively gaining **35,000+** new followers
- Conceptualized and executed avant-garde and engaging social media advertisements and content, enhancing brand storytelling and increasing engagement by roughly **70%**
- Collaborated with the brand's founder for effective social media marketing strategies and content to drive audience growth and improve campaign performance

Vice President of Marketing / UWVSA (University of Waterloo Vietnamese Student Association) NOVEMBER 2023 - APRIL 2025

- Develop compelling content for social media platforms, effectively increasing awareness and engagement, resulting in an **100%** increase in post-engagement and **900+** new followers. (**Photoshop, Procreate, Canva**)
- Coordinate post rollout schedule and strategies on Instagram (**@uwvsa**) collaboratively with the team, aligning with club events.
- Creatively direct the club's visual rebrand, providing an eye-catching theme while maintaining key elements of Vietnamese culture

Marketing Coordinator / Anytime Fitness SEPTEMBER 2024 - DECEMBER 2024

- Coordinated promotional events and executed social media graphic and video campaigns on Instagram and TikTok, resulting in a reach increase of **150%** and lead generation of **60%**.
- Developed and managed a content calendar, ensuring consistent and strategic posts which aligned with marketing goals.
- Managed and maintained Google My Business reviews, monitoring insights to boost local SEO rankings.
- Pulled and analyzed marketing analytics to measure campaign performance and pivot future strategies, increasing conversion rates by **15%**

EDUCATION

Global Business and Digital Arts / University of Waterloo SEPTEMBER 2022 - CURRENT

- Seamlessly blending business acumen with digital arts expertise with industry-standard software and tools in coursework such as **Digital Imaging, Marketing, Digital Culture, User Experience Design & Research, Global Development & Business, and Project Management**