

# Kathleen D. Nguyen

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New York | 737-999-1520

## **EDUCATION**

**Temple University – Lew Klein College of Media and Communication**, Philadelphia, PA  
*Bachelor of Arts in Advertising with a concentration in Copywriting*

## **EXPERIENCE**

**JUNGINAMILLION LLC. / SECOND STREET VENTURES LLC.**, Philadelphia, PA

Nov. 2021 – Present

### ***Marketing Coordinator/Social Media Manager***

- Manage five social media accounts, overseeing daily presence, content quality, engagement, and brand consistency. Grew combined following to 40k+ followers, achieving an average of 7,769 accounts reached and 535 accounts engaged per account each month. Gained 20k+ new followers during tenure.
- Develop and execute a comprehensive social media strategy from ideation to execution of 20 compelling stories and 12 engaging feed posts per month across five accounts, aligning with the brand's messaging, tone, and visual identity to promote sales and drive increased engagement to website.
- Implement influencer outreach strategy to develop and execute experimental and platform-specific content, resulting in increased engagement and brand visibility. Achieving 20% increase in sales and 15% increase in engagement per month through greeting contacts, reposting organic media, and fostering post-collaboration relationships.
- Design and implement targeted Facebook Ads Manager traffic campaigns, resulting in 11k-13k unique visitors and 7k-9k site sessions per month. Generating \$40,000 in monthly sales over the past year.
- Maintain under 30-minute response time for Facebook and Instagram notifications, ensuring prompt customer assistance, positive brand perception, and improved customer loyalty.
- Collaborate closely with clients to understand goals, target audience, and brand voice. Develop tailored social media strategies aligned with their objectives.
- Conduct thorough research and analysis to gain insights into target audience's preferences, behaviors, and interests, enabling creation of highly targeted and effective content strategies.
- Regularly communicate with clients to provide social media performance updates, discuss strategy refinements, and address questions or concerns.

**THE CODE WORLDWIDE**, Los Angeles, CA

May 2022 – Feb. 2023

### ***Director of Digital & Community***

- Managed and grew three social media accounts with a combined following of 12k+, creating strategic content, conducting community management, and achieving high engagement rates.
- Ensured brand consistency across all social media channels through establishment and enforcement of style guides and content standards.
- Developed and executed digital marketing campaigns to increase audience engagement, customer acquisition, and overall visibility.
- Collaborated with external partners and influencers to develop strategic campaigns, resulting in significant increase in brand visibility and customer acquisition.
- Conducted regular A/B testing and in-depth analysis of campaign performance metrics. Provided actionable insights to improve future campaigns, including analysis of key metrics such as engagement rates, click-through rates, and conversion rates.
- Monitored fan activity and shared stories to inform artist fan engagement strategies. Utilized data-driven approach to understand audience behavior and create tailored content.

**DRTR MARKETING AGENCY**, Philadelphia, PA

Jan. 2022 – Jan. 2023

### ***Social Media Manager***

- Executed agency's social media strategy across multiple platforms, driving audience engagement and reaching 5k+ accounts per month using data-driven insights.
- Curated and created multimedia content with consistent brand voice and personality, using engaging captions with trendy verbiage and emoticons to resonate with target audience.
- Developed content calendar and posting schedule, publishing content three times a week during most active times.
- Collaborated cross-functionally to execute creative partnerships and campaigns aligned with objectives and resonating with target audience.
- Monitored social media analytics, evaluated, and optimized strategy to drive engagement, and incorporated latest trends and best practices to achieve business goals.

## **SKILLS**

**Software Proficiency:** Canva, Loomly, Google Suite, Wix, Linktree, Mailchimp, Basecamp, Facebook Ads Manager, Square, Microsoft Suite, Adobe Programs (Illustrator, Photoshop, Dreamweaver), WordPress

**Certifications:** HubSpot Social Media Marketing

**Languages:** Native proficiency in Vietnamese