



## EXPERIENCE

### **eGumball, Inc. – Irvine, CA** *(From March 2021 to Present)*

- Content Writer
- Create content for a diverse set of clients across 20+ industries.
- Compose unique written descriptive and analytical content for SEO keywords, online directories, and monthly blogs to promote organic growth and increase click-through rates (CTR).
- Manage 20+ social media clients on Facebook, Instagram, X (Twitter), and LinkedIn.
- Design and upload engaging social media graphics weekly.
- Coordinate, manage, and assign daily tasks for team members.
- Review and provide constructive feedback on team members' work with excellent attention to detail.

### **Zinvest – Anaheim, CA** *(From September 2021 to November 2021)*

- Content Marketing Specialist - Internship
- Researched current marketing and investing trends.
- Wrote engaging news articles featuring global news related to stocks, investing, tech, and finance.
- Collaborated with internal stakeholders in cross-functional settings to create digital marketing strategies, offering insights on key metrics and recommending optimization opportunities.
- Managed email marketing by creating engaging newsletters highlighting current news and stock market indexes.

## Marketing Consultant | Campaign Projects

### **Almost Monday (Hollywood Records) – Burbank, CA** *(March 2020, 1 month)*

- An indie pop/alternative rock band.
- Collaborated in a team to coordinate an digital marketing campaign to increase exposure and brand awareness.
- Conducted in-depth market research and delivered strategic consumer insights for the band.
- Developed social media and advertising strategies to overcome marketing challenges.
- Advised on strategies to enhance online follower engagement and increase Spotify monthly listeners.

### **Opportunity Schools – Long Beach, CA** *(From February 2020 - March 2020)*

- A non-profit organization dedicated to helping children with learning challenges.
- Coordinated an event marketing campaign to raise awareness on the organization.
- Designed advertising flyers for event promotion and distribution.
- Outlined social media strategies and brand sponsorships to generate engagement.
- Conducted and compiled market research and surveys to provide data-driven solutions to stakeholders.



## CERTIFICATIONS

**Google Ads Search Certification** | Issued July 2024 - Expires July 2025

Credential ID: 107882712

Issued by Skillshop

**SEO Certification** | Issued July 2024 - Expires August 2025

Credential ID: 543f3ee59013489dba11595e70b8a39a

Issued by HubSpot Academy

**Graphic Design Essentials** | Issued July 2024

Credential ID: a6bd50

Issued by Canva

**Foundations of User Experience (UX) Design** | Issued June 2024

Credential ID: 3W2MEU73Q6V6

Issued by Coursera and authorized by Google

## SKILLS & SPECIALIZATIONS

- Advanced descriptive and analytical writing
- Experienced in Microsoft Office and Google Suite
- Proficient in SaaS and CMS including Adobe Photoshop, Canva, Figma, WordPress, Wix, Hootsuite, SproutVideo, MailerLite, Mailchimp, Google Business Profile, and Meta Business Suite.
- Content creation
- Social media and digital marketing
- Advertising and promotions
- Search Engine Optimization (SEO) keyword research
- Knowledgeable of SEO best practices and key ranking strategies
- Strong written and oral communication
- Excellent professional demeanor and team player
- Conversational Vietnamese

## EDUCATION

**California State University, Long Beach**

Bachelor of Science in Business Marketing