

EXPERIENCE

TaxRise, Inc. – Irvine, CA *(From September 2024 to May 2026)*

- **Marketing Specialist**
- Designed digital assets, evergreen content, and native ads for paid media campaigns across Google, Meta, X, TikTok, Taboola, Outbrain, radio, and direct mail channels.
- Managed affiliate marketing and secured placements on major publications such as Forbes, CBSNews, Money.com, NerdWallet, Investopedia, and other high-authority finance platforms.
 - Executed optimization strategies and reduced CPA by 70% and increased affiliate-generated monthly leads by 260% within one month.
- Built high-converting landing pages and analyzed performance through heatmaps and user behavior insights to guide conversion-focused improvements.
- Launched social media initiatives by managing content calendars, designing graphics, writing scripts, and directing video production while maintaining brand consistency.
- Managed a full website migration, implemented UX/UI improvements, and led SEO/AEO/GEO optimization initiatives
- Supported lifecycle email and SMS nurtures to improve client engagement and retention.
- Published press releases and led successful company award applications to strengthen brand reputation and industry recognition.

eGumball, Inc. – Irvine, CA *(From March 2021 to September 2024)*

- **Content Specialist**
- 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.

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

- **Content Marketing Specialist - Internship**
- 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.

Marketing Consultant | Campaign Projects

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


- Coordinated an digital marketing campaign to increase exposure and brand awareness. Developed social media advertising strategies to overcome marketing challenges.


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

- Coordinated an event marketing campaign to raise awareness on the organization.

TINA T. NGUYEN

DIGITAL MARKETER & CONTENT WRITER

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SKILLS & SPECIALIZATIONS

- Proficient in SaaS and CMS including Adobe Photoshop, Canva, Figma, WordPress, Elementor, Wix, Hootsuite, Later Social, MailerLite, PowerBI, Google Business Profile, Meta Business Suite, CrazyEgg, HubSpot, Semrush, SuferSEO, and Profound.
- Knowledgeable in project management software, such as Jira (Atlassian).
- Content creation
- Social media marketing, affiliate marketing, performance & lifecycle marketing
- Copy writing; advanced descriptive and analytical writing
- Strengthening brand growth, reputation, and public relations.
- Knowledgeable of SEO/AEO/GEO best practices and keyword optimization
- Strong written and oral communication
- Excellent professional demeanor and team player

EDUCATION

California State University, Long Beach

Bachelor of Science in Business Marketing