

# TRACY NGUYEN

## Digital Media Designer

### Professional profile

- Over 6 years experience in delivering marketing strategies and communication planning including advertising and public relations of fast-moving consumer goods, within multiple industries
- Strong background in project management, graphic design, social media management (Facebook, Instagram), website design

### Technical skills

- Adobe Creative Cloud: Photoshop, Illustrator, Indesign, Premiere, XD
- Web standard: HTML, CSS, JS
- Motion graphic: After Effect, Cinema 4D
- Microsoft Office: Word, Excel, Powerpoint, Outlook
- Other prototyping platform: Invision, Sketch

### EDUCATION

---

**Diploma in Digital Media Design** 2018 - 2020

Red River College - Winnipeg, MB

Relevant Courses: Web development, Video and Motion Graphic, Graphic design,  
Communication, Photography

**Bachelor of Business Administration** 2007 - 2011

Troy University - Troy, Alabama, USA

Relevant Courses: Visual Arts, Intergrated Marketing Communication, Principle of Marketing,  
Principle of Advertising, Project management, Strategic management

### PROFESSIONAL EXPERIENCES

---

**Creative Designer - Volunteer** Jun 2019 - present

Winnipeg Humane Society - Winnipeg, MB, Canada

\* The oldest animal shelter and welfare organization in Manitoba

- Design creative materials that would house all programs and information pertaining to each department (i.e Adoptions and retail, Animal Intake and behaviour, Clinic, Donor Relations, Education, Investigations and Emergency Response, Shelter and Forster, Volunteer Services).
- Develop lesson plans and lectures for the education programs

**Marketing Supervisor**

2017 - 2018

Shinhan Bank, Ho Chi Minh City, Vietnam

**\* A Korean Bank and a subsidiary of Shinhan Financial Group**

- **Creative lead**
  - Reinforced brand identity to guide creative development
  - Conceptualized and monitored all marketing materials: leaflets, posters, standees, online banners, print ads, and newsletter to standardize brand and corporate identity
- **Strategic planner**
  - Deployed annual marketing plan to manage overall marketing activities and budget
  - Supervised team member to operate and support marketing campaigns from concept to execution
  - Proposed and managed facebook fanpage strategies to boost brand awareness, and monitor conversations
  - Liaised between related departments and agency to develop and manage official website
  - Maintained effective internal communication to keep all departments informed of marketing objectives

**Senior Marketing Specialist**

2012 - 2016

Shinhan Bank, Ho Chi Minh City, Vietnam

**\* A Korean Bank and a subsidiary of Shinhan Financial Group**

- Collaborated with agencies to execute ongoing campaigns: market research, advertising, events, social media, and printing
- Collaborated with web agencies and related departments to develop and monitor day-to-day website
- Managed and maintained multiple platforms, Facebook and Instagram, including assisting in campaign planning implementation, performance tracking, and optimization of campaigns to manage day-to-day marketing activities
- Conceptualized and monitored all marketing materials: leaflets, posters, standees, online banners, print ads, and newsletters to standardize brand and corporate identity

**Account Executive**

2012

BatesCHI&amp;Partners - HoChiMinh City, Vietnam

**\* An advertising and marketing agency and a member of the WPP Group**

- Involved in projects/ campaigns for ambitious brands, including Diageo, Johnnie Walker and Smirnoff, Diana Unicharm, Bobby, Caryn, and Fressie Care
- Coordinated with production houses, suppliers, and media briefs to manage overall project
- Categorized job bags for every job to keep records of all client approvals of core documents including artwork and costs
- Updated the Work in Progress document on a weekly basis
- Managed financial / billing procedures according to agency regulations and client requests to ensure agency approval going to client and client approval prior to billing.
- Liaised with media agencies to facilitate deadlines and ensure that correct dispatch processes were followed