

# JULIE NGUYEN

## CONTENT CREATOR AND DIGITAL MARKETER

✉ jnguyen8918@gmail.com 🌐 julienguyen.ca 📞 519-996-3371 **in** [linkedin.com/in/julieenguyen](https://www.linkedin.com/in/julieenguyen)

### » EMPLOYMENT

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**[s]advocacy by Caryma Sa'd** Feb 2018 - Current  
Digital Marketing Intern Toronto, Ontario

- Created, monitored and managed e-mail marketing campaigns via MailChimp to engage with existing and potential clients
- Developed a Social Media Strategy to build a reputable online brand through Facebook, Twitter, and Instagram
- Built relationship between online marketing team, graphic designers, customer service, and legal counsel
- Created exciting promotions, contests and original content in line with company goals

**Locks and Mane** Jan 2018 - Current  
Marketing Intern Toronto, Ontario

- Manage social media accounts to engage with clients and assist with e-commerce concerns
- Create, implement and maintain a digital marketing strategy using data analytics, particularly with Spredfast, for online marketplace
- Engage company contributors as well as clients to create engaging content that converts potential customers who are aware of the product, to customers who consider and prefer the product

**Federation of Students** May 2017 - Jan 2018  
Marketing/Promotions Team Waterloo, Ontario

- Worked alongside product development team to incorporate promotions and marketing strategy
- Used social media outlets such as Instagram and Facebook to promote products, events, and services to ~3500 followers
- Used business data analytics on Facebook, Instagram, and Spredfast to optimize audience engagement

**Blueprint** Sep 2016 - Current  
Content Director Waterloo, Ontario

- Increase Blueprint's brand identity and presence within the Waterloo and greater tech community as the premier organization for NPO software design
- Create engaging content using storytelling on outlets such as Medium, Facebook, and Twitter to cater to an audience of 800+ followers
- Created and implemented brand and voice guidelines for graphic assets as well as social media posts

**Hack the North** Feb 2017 - Current  
Logistics Coordinator Waterloo, Ontario

- Planned and executed the details of serving 6000 meals to 1000+ students, sponsors, and organizers at Canada's biggest hackathon
- Coordinated with platform, mobile, data, design, and finance teams in order to ensure seamless food distribution throughout the 36 hour event

### » EDUCATION

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#### **University of Waterloo**

B.A Legal Studies and Business, Honors 2019

Minors in Computing Technology, Sociology, and Economics

3.7/4.0 GPA

### » VOLUNTEERING

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**oneROOF Youth Services,** May 2016 - Current  
*Youth Support Worker* Kitchener, Ontario

- oneROOF Youth Services is committed to providing the safety, support, and overall well-being of youth (age 12-25) experiencing or at-risk of homelessness in the Waterloo Region.
- Created and continue to implement a professional development program for youth
- Work with other volunteers to assist youth with resumé building, job finding, and interview skills