

JULIE NGUYEN

DIGITAL MARKETER

✉ jnguyen8918@gmail.com 🌐 julienguyen.ca 📞 519-996-3371 **in** linkedin.com/in/julienguyen

EDUCATION

University of Waterloo

B.A Legal Studies and Business, Honors 2019
Minors in Computing Technology, Sociology, and Economics
President of Economics Society, Orientation Week coordinator

EMPLOYMENT

Federation of Students, **Communications Assistant and Social Data Analyst**, Waterloo, Ontario Sept. 2018 - Current

- Pitch, research, cover, and write stories for [feds.co](#), the undergraduate student union at the University of Waterloo
- Populate and manage brand voice and style guide for social media accounts with over 10,000 combined followers
- Prepare analytics reports that include trend analysis and reporting to various stakeholders

Hack the North, **Social Media Marketing Organizer**, Waterloo, Ontario Feb. 2017 - Current

- Created and executed marketing campaign for applications to [Canada's biggest hackathon](#) by coordinating with platform, front-end, and design teams to accurately portray the brand
- Increased engagement rate on [Facebook](#), [Twitter](#), and [Instagram](#) posts by 3x after 2 months
- Collaborated with various stakeholders such as sponsors, partners, and founders to create an outreach plan that establishes Hack the North as a top-tier tech community that goes beyond the duration of the event

Imprint Publications, **Marketing Director, Arts & Life Editor**, Waterloo, Ontario May 2018 - Sept. 2018

- Created and executed a digital marketing plan to promote publications, partnerships with advertisers, and hiring positions
- Work alongside sales director and executive editor to increase advertising partner opportunities using data analytics
- Lead a small team of reporters to contribute to a bi-weekly production of the newspaper
- Edit, write, and design the two-page [Arts & Life section](#) using InDesign

[s]advocacy, **Digital Marketing Intern**, Toronto, Canada Feb. 2018 - May 2018

- Created a comprehensive social media marketing plan to promote brand voice and services
- Created [infographics](#), [videos](#), and [blogs](#) to increase brand awareness
- Used analytics and data to effectively execute paid advertisements
- Increased following on Twitter, Facebook, and Instagram by 2.5x in 3 months

Federation of Students, **Marketing/Promotions Team**, Waterloo, Ontario Jan. 2016 - Aug. 2018

- 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

SKILLS

DIGITAL MARKETING: Data visualization, Hootsuite, E-mail marketing, Content Management System (CMS), Data analytics, Content creation

VOLUNTEERING

oneROOF Youth Services,, Youth Support Worker May 2016 - Current 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

UW Blueprint, Content Creator Jan. 2017 - May 2018 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
- Used brand, content, and events to promote a community of altruistic developers in the tech-rich region of Waterloo and UW campus