

# JULIE NGUYEN

DIGITAL MARKETER

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## EDUCATION

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### 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

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### 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 - Current

- 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 - Current

- 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

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

## VOLUNTEERING

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### 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