

Cindy Duong

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QUALIFICATIONS

- 2+ years of experience with proven knowledge in content creation, effective client-centred communications, and creative services
- Managed marketing and communications content on York University social media with the student journey and SEO in mind as well as alignment to overall brand style and tone
- Developed and lead digital content strategies for clients, creating demand generation from thought leadership articles executed on blogs and YouTube.
- Directed overall content strategy and ideation and measured results of the overall marketing objectives using Google Analytics reports.
- Working knowledge in C/C++, HTML and Java

EDUCATION

Seneca College

Sep 2022 – Present

- Computer Programming & Analysis

Centennial College

Jan 2018 – April 2019s

- School of Hospitality, Tourism and Culinary Arts

National Economic University

Sept 2013 – July 2017

- Bachelor of Economics

WORK EXPERIENCES

Content Specialist – York University

Dec 2020 – Present

- Created content (videos, etc.) for digital and print media to support domestic and international communication initiatives increasing overall awareness.
- Managed a wide variety of initiatives intended for various audiences, promotional activities, and events with an emphasis on marketing York University to applicants for the purposes of recruitment and supporting student conversion and retention.
- Incorporated digital content (social media and video clips.) into the Student's communications projects
- Collaborated with University Relations and external agencies to inform and implement SEO best practices including Edit and write email campaigns and newsletters with the goal of informing current students and driving enrolments of new students.

YouTuber – Cindy Duong

Dec 2020 – Present

- Maintained relationships and provided support to YouTube audiences (international students) via Facebook and Instagram
- Improved self-reputation, brand awareness, and social presence by creating engaging videos.
- Develop, produce, and upload video content on various digital platforms.
- Set up the camera, and audio recording and execute the lighting plan in a timely fashion.
- Created & executed a digital marketing strategy to drive user acquisition & build brand awareness.
- Extensive social listening to generate leads based on consumer location & purchase behaviour.