

# TRUNG NGUYEN

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## Objective

Seeking employment opportunities where my operations and marketing experience is utilized to make a positive and lasting impact both for customers and employer.

## Summary

Competent and motivated self-starter who takes initiative and is highly organized, dedicated, and professional. Well-versed in identifying trends and implementing new ideas and practices.

## Experience

### **Brand Manager, Cosmic Fog Vapors**



Irvine, CA - Nov 2017 - Feb 2019

- Designed and launched a new brand of e-liquids (CRISP) and in addition to 24 new SKUs.
- Responded to customer inquiries and concerns on social media outlets.
- Cultivated social media community and brand integrity.
- Monitored and coordinated with online communities and focus groups to garner feedback on product quality.
- Analyzed the market to figure out new marketing opportunities and weaknesses in existing methods.
- Designed product packaging and marketing material in adherence with FDA rules and regulations.

### **Purchasing Manager, Cosmic Fog Vapors**



Irvine, CA - Nov 2017 - August 2018

- Ensure suppliers meet contractual obligations and company quality standards.
- Kept purchasing and receiving records in compliance with internal QMS policies as well as ISO 9001:2015.
- Responsible for the procurement and evaluation of new suppliers as well as evaluation of existing suppliers.

## **Operations Manager, ShipBob**



Los Angeles, CA June 2016 - Nov 2017

- Managed day-to-day operations at ShipBob's Los Angeles facility.
- Handled pressing client issues such as but not limited to, client onboarding, inquiries, account audits.
- Maximize daily operational efficiency - strategically planning daily workload based on forecasted volume for 30+ employees.
- Managed payroll, scheduling, purchasing, P&L, forecasting, HR functions, as well as client relations for entire Los Angeles branch.
- Responsible for training, mentoring, and safety of (6) supervisors and their team members (up to 25).
- Collaborated with Chicago HQ to make sure all centers were working in sync.

### Accomplishments

- Exceeded projected 2016 Q3 and Q4 (peak season) revenue goals.
- Implemented industry leading inventory management systems to maximize productivity in all operational departments increasing accuracy as well as maintaining under 0.2% error rate.

## **Marketing Coordinator, Cosmic Fog Vapors**



Costa Mesa, CA - Jan 2016 - August 2016

- Managed and monitored official company social media platforms such as Facebook, Instagram, and Twitter to deliver high quality content to target audiences.
- Resolved product problems by clarifying customer issues; determining root of the problem; expediting correction or adjustment and ensuring resolution.
- Analyzed local competitor strategies to evaluate effectiveness of company marketing strategies.
- Generated original and relevant content daily to publish to multi-channel social platforms.

### Accomplishments

- Achieved a growth of over 20,000 new organic followers on multiple social media platforms within a 2 month period.
- Executed successful company re-branding and product launches organically, no paid traffic or ads.
- Officially commended for initiative, tenacity, and dependability

by various company chiefs.

- Surpassed previous record company social media metrics.



### **Social Media Manager, Liquid State Vapors**

Irvine, CA - Jan 2016 - July 2016

- Managed company social media outlets (Facebook/Instagram).
- Created and planned engaging social media marketing campaigns that best reflected brand core values.

#### *Accomplishments*

- Successfully launched five products within 2 months of hire through social media marketing campaigns.



### **Data Entry Clerk Temp, Golden State Overnight**

Santa Ana, CA - July 2015 - Sept 2015

- Handled customer and account data by inputting and updating information into centralized databases.
- Sorted, handled, and loaded all incoming and outgoing packages and freight to client specifications.

#### *Accomplishments*

- Sorted and routed over 10,000 packages daily with 100% accuracy.

### **Orange Coast College**

Information Systems and Technologies — 2014-2016

Attended OCC to gain a degree in IT. Dropped out to pursue work experience.

### **Los Amigos High School**

Fountain Valley, CA- Graduated - 2014

#### **Skills**

- Proficient knowledge of Adobe Creative Suite (Illustrator, Photoshop)
- Proficient knowledge of applications of operating systems such as MacOS, iOS, Windows.

- Proficient with MS Office Suite, Word, Excel, Outlook etc.
- Computer and tech savvy, capable of typing 100 WPM.
- Fundamental knowledge of computers and technology (Windows, iOS, Android, Mac)
- Strong verbal and written communication skills.
- Bilingual (English & Vietnamese)

## References

Available upon request.