

Domiltan Nguyen

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EDUCATION & CERTIFICATIONS

University of Washington, Professional & Continuing Education **April 2021 - Current**
Coding Boot Camp Seattle, WA

University of Washington, Michael G. Foster School of Business **June 2020**
Bachelor of Arts, Business Administration – Marketing and Information Systems Seattle, WA
Certifications: Microsoft Excel (*June 2020*) & Professional Sales (*June 2020*)

Highline College **December 2017**
Associate of Arts, Business Administration Des Moines, WA

PROFESSIONAL EXPERIENCE

Colonial Life | Renton, WA **September 2020 - June 2021**
Benefits Consultant

- Developed a cost projection model in Excel that helped identify a \$43,200 annual health coverage savings opportunity.
- Co-ordinated with team of 7 in reducing a client with 300+ employees, approximately \$108,000 in yearly premiums.
- Serve as an Engagement Manager, cultivating and maintaining solid business relations with 10+ clients and stakeholders.
- Focus on driving ROI by presenting cost-reduction healthcare reports and strategies to senior management.

University of Washington | Professional Sales Program | Seattle, WA **April 2020 - June 2020**
Marketing Project Coordinator - Alumni Project

- Launched fundraising campaign with Director of Sales Program, recruited and managed new team of 9; raised over \$32,000 to commemorate Jack and Ann Rhode's retirement and influence on program.
- Planned 100+ meetings with team and alums by identifying and coordinating requirements, promoted schedules and assignments, and allocated 1000+ alumni contact list.
- Developed 50+ original content for social media platforms, fundraiser website, print advertisements and email templates, resulting in email open rate improving by 6%.
- Prepared and created marketing materials in Adobe programs and devised marketing strategies for campaign goals.

Genemod | Seattle, WA **March 2020 - June 2020**
Marketing Specialist Intern

- Achieved an increase of 24% in website traffic and 12% in visibility by using search engine optimization (SEO), and search engine marketing (SEM).
- Minimized website's bounce rates by 45% and improved average time on pages by 28% via restructuring of landing pages and correcting broken links, conducting user interviews, and performing A/B-testing.
- Performed data analyses on a marketing budget of \$5,000, with a focus on enhancing audience retention and creative campaigns by applying predictive modeling through Python.
- Executed a 3-member cross-functional (sales/marketing, engineering, user experience) team and coordinated with CEO and CTO towards a newly designed website.

Dania Furniture | Tukwila, WA **December 2017 - March 2020**
Sales Marketing Assistant

- Attained a 15% increase in user engagement by devising ecommerce strategies and collaborated in launching Dania's ecommerce platform.
- Planned and operated marketing promotions and implemented effective marketing strategies to grow awareness and build brand loyalty.
- Created innovative social media content to capture the attention of potential clients and increase website and traffic.
- Delivered monthly presentations on SWOT analyses to inform store manager about product positioning, pricing, promotions, and competitors.

AREAS OF EXPERTISE

Technical: HTML5, CSS3, JavaScript, jQuery, Express.js, React.js, Node.js, MongoDB, MySQL, Git, Python, Adobe Creative Cloud, Google Analytics, Google AdWords, Microsoft Office Suite, Tableau
Languages: English (*Fluent*) and Vietnamese (*Fluent*)