

# **Chau Luu**

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## **EDUCATION**

### **University of Georgia**

*Bachelor of Business Administration in Marketing and International Business*

Minor: Korean Language and Literature

Athens, GA

May 2022

Overall GPA: 3.65/4.00

## **SKILLS**

- **Certifications:** New Media, Google Analytics, Google Search Ads
- **Technical Skills:** HTML/CSS (Proficient), WordPress (Proficient), Adobe Creative Suite (Proficient), Figma (Proficient), SPSS (Intermediate), Microsoft Office (Proficient), Google Suite
- **Language Skills:** Fluent in Vietnamese, Intermediate Korean

## **WORK EXPERIENCE**

### **Administrative Assistant, TC Realty, Morrow, GA**

May 2019 - June 2023

- Streamlined process to reduce time waste when organizing properties' files, updating contractors' bills, generating expense reports, and inputting financial transaction data using Excel, Appfolio, and QuickBooks
- Received and processed over 20 tenants' payments and landlords' rent disbursement monthly

### **UI/UX Designer, UGA Office of Global Engagement, Athens, GA**

January 2022 - April 2022

- Assisted in migrating and reorganizing the Department current tutorial website contents to a new hosting
- Designed website mockups and iterations to help visualize website redesign options and develop website templates to be used on the new website while consulting with supervisors and colleagues for feedbacks

## **PROJECTS**

### **Xbox Digital Marketing Strategy**

August - December 2021

*MARK 4650S: Digital Marketing Analytics, Athens, GA*

- Performed competitor and customer analysis, conducted website review, and created a marketing campaign aimed to increase sales of the Xbox Ultimate/Live Gold game pass
- Developed a marketing strategy plan utilizing Google Analytics to track key performance metrics, Google Search Ads to reach the right audience through relevant keywords and SEO, Facebook Ads to build core, lookalike, and custom audience, and Salesforce Email to engage with the customers throughout the path to purchase

### **Spotify Integrated Strategic Marketing Plan**

January - May 2021

*MARK 4500: Service Marketing, Athens, GA*

- Collaborated in a team of 5 to perform in-depth SWOT analysis and situational analysis focusing on the 7 P's of marketing to provide a better understanding of Spotify, music streaming markets, customers, and competitors
- Provided recommendations based on findings to help Spotify achieve a successful launch in South Korea

### **Kakao Digital Marketing Strategy Recommendation**

January - May 2021

*MARK 4450: Social Media Marketing Strategy, Athens, GA*

- Performed secondary research and generated market analysis, market segmentation, and competitor review
- Created customer personas, developed a social media marketing campaign, implementation plan, and an editorial calendar to help Kakao increase its user base in the U.S.

### **YouTube Music Marketing Research**

August - December 2020

*MARK 4000: Marketing Research for Business Decision, Athens, GA*

- Led a team of 5 to conduct focus group interviews and designed a survey based on the discussion about the service's features and price plans.
- Performed SWOT analysis, used SPSS to examine data collected from 120+ responses, and developed recommendations for opportunities of improvement on marketing strategies

## **CAMPUS INVOLVEMENT**

### **Newell Brands' FoodSaver Client Team**

August - December 2021

*UGA American Marketing Association, Athens, GA*

- Collaborated as a team of 6 to perform market research, competitor and customer analysis, analyzed FoodSaver's social media presence, and developed an engaging posting schedule to reach their new target segment
- Presented findings and recommendations for improving UX design and content creation based on trends

### **Graphic & Web Designer**

August 2018 - May 2021

*UGA Vietnamese Student Association (Marketing Committee), Athens, GA*

- Designed graphics to promote VSA's annual culture show, "Night in Saigon", which sold 900+ tickets each year
- Collaborated with a team of 5 to create a promotional website for "Night in Saigon 17" using HTML/CSS
- Provided iterations of improved graphics and website versions based on feedback from team members