**Dafne Nguyen**

**dthn97@gmail.com| (404)-502-9079 | Atlanta, GA | www.linkedin.com/in/dafnen**

**MARKETING SPECIALIST & HOSPITALITY MANAGEMENT**

Marketing professionals skilled in crafting engaging campaigns to boost brand recognition. Proven strengths in digital marketing, influencer collaborations, and event planning spanning diverse industries. Adept project coordinator and motivational leader guiding campaigns from concept to execution.

**PROFESSIONAL EXPERIENCE ———————————————————————————————————————**

**Salon Manager** | Fine Nails | Atlanta | 2023 to Present

* Managed day-to-day operations of a busy nail salon, overseeing a team of 40 nail technicians
* Developed and executed comprehensive marketing strategies, including the creation of a specialized plan to obtain more positive Google and Yelp reviews, resulting in a 10% increase in monthly revenue.
* Resolved customer complaints and concerns with prompt and professional resolution, consistently upholding a heightened level of customer satisfaction and loyalty.

**Digital Content Strategist and Manager** | Tara Beauty LLC | Atlanta | 2021 - 2023

* Managed Tara Beauty's website and its various social media channels, collectively garnering over 3,000 followers across platforms like Instagram and Facebook using tools like Microsoft 365, Google Workspace, Zoom, Trello, and Slack.
* Produced and curated dynamic content with proficiency in creative tools such as Canva, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign from the Adobe Creative Cloud.
* Monitored and analyzed web traffic, social media engagement, SEO, and SEM performance metrics utilizing Essential Tools. These insights guided the refinement of strategies, maximizing outreach and engagement.
* Leveraged marketing tools including Google AdWords, HootSuite, MailChimp, Salesforce, Facebook Ads Manager, and Monday.com for comprehensive analysis and implementation, contributing to the overall success of the beauty transformations campaign and brand presence.

**Marketing & Graphic Design Intern** | Georgia Council For Human Resource | Remote | Summer 2020

* Assisted the design team in creating promotional materials using Adobe Photoshop, Adobe Illustrator, and Adobe Indesign
* Designing logos, illustrations, and typography for organizations, resulting in a 22% increase in brand recognition

**ACADEMIC PROJECT ——————————————————————————————————————————**

**Marketing Strategist |** Junior Marketing Consultant | Grady Memorial Hospital | GSU | Fall 2019

* Partnered with team members to construct a comprehensive marketing plan to increase brand awareness and charitable donations for a non-profit organization.
* Conducted market research and analysis to identify target audience and develop targeted campaigns

**TECHNICAL SKILLS ———————————————————————————————————————————**

**Essential Tools** | Microsoft 365, Google Workspace, Zoom, Trello, and Slack.

**Creative** | Canva, Adobe Photoshop, Adobe Photoshop, Adobe Illustrator, and Adobe Indesign, Adobe Creative Cloud

**Marketing** | Google AdWords, HootSuite, MailChimp, Salesforce, Facebook Ads Manager, and Monday.com.

**SKILLS —————————————————————————————————————————————————**

Marketing Strategy | Graphic Design | Marketing Communication | CRM Softwares | Social Media Marketing | Brand Management Digital Marketing | Market Research & Analysis | SEO/SEM Optimization

**LANGUAGES ———————————————————————————————————————————————**

**Vietnamese** | Native/Bilingual

**English** | Full Professional Working Proficiency

**EDUCATION AND CERTIFICATIONS ————————————————————————————————————**

**Georgia State University, J. Mac Robinson College of Business** | Atlanta | 2018 - 2020

* Bachelor of Business Administration, Marketing
* HOPE Scholarship