

Julia Huynh

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Skills

- Detail-oriented with excellent organizational and multitasking abilities
- Proficiency in social media platforms and digital marketing tools
- Familiarity with graphic design software (Canva, Adobe Creative Suite)

Education

Wilfrid Laurier University

Brantford, On | April 2022

- Bachelor of User Experience Design
 - Co-op option
 - GPA: 11.3 (12 point scale)

Certifications

Advanced Digital and Professional Training (ADaPT) | Toronto Metropolitan University

Remote | Dec 2023

Digital Marketing Bootcamp | Jelly Academy

Remote | Sept 2022

Work Experience

Marketing Specialist | goConfirm

Remote | Sept 2024 - Feb 2025

- Researched relevant Facebook groups for potential partnerships
- Kept online communities safe through Facebook and Reddit moderation
- Provided excellent communicating skills during customer support requests

Social Media Coordinator | Freshii

Remote | June 2024 – Jan 2024

- Grew Freshii's social media accounts from scratch by managing their TikTok, Facebook, and Instagram
- Planned the content calendars and developed tailored content
- Identified influencers and businesses for potential partnerships.

Marketing Specialist, Specializing in Graphic and Web Design | Love Caravan

Remote | June 2024 – Sept 2024

- Designed graphics and marketing materials for social media and web
- Optimized website through redesign

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E-Commerce Advisor | Digital Main Street

Remote | Jan 2023 – May 2024 and May 2022 – Oct 2022

- Supported small business owners on improving their digital presence
- Implemented website upgrades on website content management systems
- Led consultations on digital marketing
- Conducted social media and website audits

International Student Leader | Laurier International

Brantford, On | June 2021 – June 2022

- Created over 30 promotional event posters
- Impacted student life through mentorship and events
- Organized and ran over 50 interactive events with team

Extra-Curricular / Volunteer Experience

Masters Swim Club | Guelph Marlins

Guelph, On | Jan 2023 – June 2024

Winter 2023 Coop Student Influencer Committee | Sun Life

Waterloo, On | Jan 2023 – April 2023

Awards

Scotiabank UXD Scholarship | Scotiabank

Oct 2021

Dean's List | Wilfrid Laurier

Sept 2017 – April 2022

First Generation Scholarship

Sept 2017 – April 2019