

Johnny Hoang Nguyen

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Education

Wilfrid Laurier University, Waterloo, ON

Sept 2017 - Present

Bachelor of Business Administration

- Marketing Concentration and Minor in Human Resources
- Co-op Designation

Wilfrid Laurier University, Waterloo, ON

Sept 2017 - Present

Bachelor of Computer Science

Technical Skills: Photoshop, Illustrator, Premiere Pro, After Effects, HTML, CSS, PowerPoint

Work Experience

Jabuka Games Inc, Toronto, ON

May 2019 - Present

Marketing and Social Media Intern

- Completely re-designed company website using HTML and CSS for improved visual appearance and functionality. Analyzed customer traffic data to effectively integrate SEO to increase customer volume.
- Designed digital graphics and videos for website, social media platforms, products, marketing campaigns, and media coverage. Assisted in transitioning to online e-commerce platforms including Indigo Bookstore.
- Utilized MailChimp to lead and design numerous marketing campaigns and email layouts to be sent to over 500 toy stores and 400 sales representatives. Actively managed and interacted with customers using social media platforms including Facebook, Twitter, YouTube, and Instagram.

MINISO, Toronto, ON

Aug 2017 - Nov 2018

Sales Associate

- Trained new employees and introduced them to company policies.
- Responsible for organization of storefront including merchandising, restocking, and general maintenance.
- Provided customer service about specific inquiries and complaints.

Extracurriculars

The Advertising Project

2018 - 2019

Lead Multimedia Specialist

- Design and created digital advertisements for the advertising agency.
- Digitally created posters and images for events using Photoshop and Illustrator.

Metrolinx

2017 - 2017

Project Manager

- Participated in UofT Rotman Integrative Thinking Program.
- Worked with Metrolinx Human Resources to strengthen work environment, made a recommendation to host cultural events to improve inclusion and diversity.