

Kathy Huynh

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EXPERIENCE

Content Editor

Huge Inc. | September 2016 - October 2016

- Created and managed Content Management System (CMS) pages for faster content entry
- Revised English and French copy for improved SEO
- Tested and checked CMS pages for copy bugs to ensure quality assurance

Marketing Coordinator

Wirkn Inc. | April 2016 - July 2016

- Analyzed direct competitors to identify suitable keywords for SEM opportunities
- Wrote and published relevant blog articles with specific keyword tags for improved SEO
- Tested Social Media Marketing through Facebook Ads for better exposure and traffic
- Produced and managed Facebook, Twitter & Instagram content for better exposure towards targeted demographic

Sales Representative

Virgin Mobile Canada | June 2014 - March 2016

- Top sales performer in South Western Ontario for a total of 7 months with overall sales percentage over 126%
- 2015 Q3 & Q4 top performer with a customer satisfaction rate of 98%
- Managed, coached and trained sales representatives selling tablets which resulted in a 50% increase in sales

EDUCATION

Bachelor of Commerce

Human Resource Management

University of Guelph | 2011-2016

- Leadership Certificate

SKILLS & INTERESTS

Sales Management

(Coaching, feedback, budgeting, individual & team analysis)



Sales

(Up sell & cross sell)



Photography & Video

(Adobe Lightroom, Adobe Premiere Pro, Adobe Audition, Audacity)



Design

(Adobe Photoshop, Adobe Illustrator, Invision)



Digital Marketing

(Content strategy, SEO, SEM, social media, email, CMS)



Code

(HTML, CSS, jQuery)



Analytics

(Google Analytics, Mixpanel, conversion analysis)

