

Kathy Huynh

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EXPERIENCE

Content Editor

Huge Inc. | September 2016 - October 2016

- Temporary contract position
- Created and managed Content Management System pages
- Edited English and French copy
- Tested and checked web pages for copy bugs

Marketing Coordinator

Wirkn Inc. | April 2016 - July 2016

- Ended due to Toronto Office Closure
- Created and implemented content strategy for SEO & SEM
- Produced and managed social media content and copy
- Tracked user and applicant conversions
- Generated reports and dashboards
- Delivered scalable customer service using canned responses

Sales Representative

Virgin Mobile Canada | June 2014 - March 2016

- Top sales performer in South Western Ontario for a total of 7 months
- Top customer satisfaction performer in Canada for 2015 Q3 & Q4
- Managed, coached and trained sales representatives at multiple store locations

EDUCATION

Bachelor of Commerce

Human Resource Management

University of Guelph | 2011-2016

- Leadership Certificate

SKILLS & INTERESTS

Management

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



Sales

(Up sell & cross sell)



Photography & Video

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



Digital Marketing

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



Design

(Adobe Photoshop, Adobe Illustrator, Invision)



Code

(HTML, CSS, jQuery)



Analytics

(Google Analytics, Mixpanel, conversion analysis)

