

# Melody Nguyen

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## EDUCATION

### B.A. Computer Science

New York, NY

Minor in Business, Pace University Dean's List, with Honors - GPA: 3.73

May 2026

- Relevant Courses: Principle of Marketing, Marketing Research, Communications, Business Analytics

## EXPERIENCE

### Content Creator & Video Editor

September 2024 – Present

YouTube Channel - @melodyxnguyen

New York, NY

- Produced and edited video content showcasing healthy recipes and cultural storytelling using Adobe Premiere Pro and DaVinci Resolve
- Built an engaged community of over 275 subscribers through creative cinematography, storytelling, and vibrant visuals
- Managed all aspects of video production, including concept ideation, shooting, editing, voice-overs, motion graphics, and post-production
- Optimized videos for platforms such as YouTube, Instagram, and TikTok to maximize audience reach and engagement

### Website Developer, Marketing Intern

March 2023 – June 2024

SLAC National Accelerator Laboratory, Department of Energy

Stanford, CA

- Created engaging multimedia content, including video tutorials and promotional materials, to support energy research initiatives
- Developed dynamic user interfaces and designed web pages to present scientific data in visually appealing formats
- Increased engagement and user satisfaction through innovative content strategies and marketing techniques

## KEY PROJECTS

### Cooking Journey on YouTube | YouTube, Davinci Resolve, Canva

September – December 2022

- Documented and shared culinary experiences, combining video editing, color grading, and storytelling to highlight the artistry of cooking
- Explored techniques to captivate audiences through engaging visuals and compelling narratives

### Arras Energy Website | HTML, CSS, Markdown, GitHub, Google Analytics

June – August 2023

- Designed and managed a website featuring training videos, tutorials, and promotional materials for renewable energy simulation software

### Wall Street Journal Case Study | MySQL, Tableau, Microsoft Excel, Canva

September – December 2022

- Cultivated a 3-year marketing strategy through consumer research and SWOT analysis to increase retention rates
- Designed visually compelling presentations and promotional strategies to enhance audience engagement
- Increased 23% customer membership renewal through revamped platforms, deals and alumni-targeted promotions

## SKILLS

**Video Editing & Storytelling:** Adobe Premiere Pro, DaVinci Resolve, After Effects, Canva

**Creative Content Creation:** YouTube, Instagram, TikTok, Figma

**Graphics & Media Production:** Adobe Creative Suite, Color Grading, Motion Graphics

**Languages:** English, American Sign Language, Vietnamese, Spanish