





My Vo

 my-tra-vo |  miatravo.com |  mytravo1122@gmail.com |  +1-682-367-9078

EDUCATION

Aug 2018 - Dec 2021 Bachelor's degree in Marketing and Management at **The University of Texas at Arlington**

WORK EXPERIENCE

My Thai and Vegan (Digital marketing Coordinator)

Dec 2021 - Dec 2022

- Developing the online branding of a restaurant across various social media platforms while demonstrating proficiency in Social Media Optimization (SMO).
- Using Google Analytics to monitor website traffic and audience metrics enables developing effective tactics to resolve customer issues.
- Targeted campaigns for special events yield a substantial increase in Facebook reach and page views, resulting in additional revenue boosts of \$2-3k per campaign.
- Effectively communicate marketing strategies and present generated reports to both the general manager and owner.

Sugar Crush Ice Cream & Boba (Digital marketing Assistant)

Dec 2020 - Nov 2021

- Proficient in creating engaging social media content and running effective promotional campaigns to boost business growth.
- Using Google Analytics to track KPIs such as social media engagement and referral traffic provides insights into how customers discover and engage with the business.
- Experienced in PPC advertising through Meta Ads to drive targeted traffic and increase engagement on the page.
- Proficient in utilizing WordPress as a website design tool to enhance the online presence of the business.

Buerre Top (Co-Founder & Digital marketing coordinator)

May 2020 - May 2021

- Operating an online bakery utilizing Facebook as the primary marketing channel, with expertise in employing Meta ads to maximize reach and budgeting strategies to effectively target desired audiences for each campaign.
- Developing a comprehensive social media content strategy, including the creation of a content planner and scheduling optimized posting times to maximize engagement and reach.
- Utilizing Canva as a tool for designing a menu serves to enhance the overall aesthetic appeal of the business.

SKILLS

- Exhibiting a keen attention to detail, possessing exceptional communication skills, and demonstrating a capacity for effectively managing multiple tasks and action plans.
- Tech-savvy who quickly adapt to new technologies, willing to learn on-the-fly as needed.
- Possessing a solid foundation in utilizing HTML/CSS for website development.
- A certified Google Ads professional, having successfully completed the necessary requirements and demonstrating proficiency in effectively managing online advertising campaigns.
- Basic knowledge of graphic design tool like Canva to develop and enhance visual contents.
- Ability to plan, organize, and execute digital marketing campaigns while managing multiple projects.