

Ray Nguyen

Digital Marketing Executive

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0424 820 201

Pitt Street, Sydney, NSW 2000

EDUCATION

Bachelor of Marketing & Digital Media 6/2017 - 6/2020

University of Wollongong, Distinction

Diploma of Information Technology 2/2016 - 5/2017

FPT Polytechnic

PORTFOLIO

• **Blogging website:** ray2401.wordpress.com

• **Coding website:** raynguyenvn.github.io

WORK EXPERIENCE

Clicker Agency

1/2019 - 4/2020

Web Designer & Copywriter

- Design and deploy ecommerce websites for clients on WordPress and Shopify.
- Develop corporate website and landing page using plain HTML, CSS, JavaScript and Bootstrap.
- Design banners, posters, portfolio and create videos for company and clients.
- Optimise SEO with HTML5 and blog writing.

HEQS Furniture Supplier

4/2018 - 1/2019

Marketing Representative

- Run AdWords & FB Ad campaigns to promote company products and promotion deals.
- Create EDM campaign using HubSpot & MailChimp.
- Design seasonal product catalogues, posters & flyers
- Write PR content on forums & FB groups.

Salisbury College Australia

1/2018 - 4/2018

Marketing Intern

- Update and maintain website.
- Create PR content on Facebook and website.
- Design posters on Facebook using Illustrator & Canva.

Alphalmm Agency

1/2018 - 3/2018

Marketing Intern

- Create PR content on company website & Facebook.
- Design digital marketing materials using Illustrator.
- Manage company workshops and seminars.

ACHIEVEMENT

• **Top 8 UAVS Sydney Startup Challenge 2019**

Build a multi-vendor marketplace for storage space

• **Top 1 UOW's iUnivative Business Program 2018**

Propose an incentive program to Illawarra Leagues Club

TOOLS

Design & Production Tools



Illustrator



Photoshop



Final Cut Pro



PowerPoint



After Effect



Premiere Pro



Figma

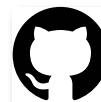


Canva

Coding Tools



Visual Studio



GitHub



Heroku



WordPress

Digital Marketing Tools



GG AdWords



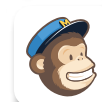
FB Ads



GG Analytics



Hootsuite



MailChimp



HubSpot



SEMrush

SKILLS



Marketing Planning



SEO Copywriting



UI/UX Design



Data Visualisation



Content Management



Ads Management

CERTIFICATE

• IELTS 8.0

• BMG Business Training

• Google Digital Garage Marketing Certificate

• HCM CoderSchool Coding Bootcamp