

# Matthew Nguyen

## Social Media Manager/Sales Expert

(971) 998 - 4574 | Matthewnguyen1123@gmail.com [www.linkedin.com/in/matthew-nguyen-525486234/](http://www.linkedin.com/in/matthew-nguyen-525486234/)

### SKILLS

---

- Sales
- Relationship building
- Adobe Illustrator
- Cold calling
- Social Media
- Adobe After Effects
- Warm calling
- Management
- Adobe Premiere

### Education

---

B.A. in Digital Technology & Culture

The CMDC of the Department of the Digital Technology & Culture

Washington State University Vancouver

Social Media Certificate

### Projects

---

#### ***DATA ENTRY: PORTAL***

**Jan 2023 - May 2023**

#### **Social Media & Content Development**

A re-envisioning of the 1986 game “Portal” by Rob Swigart into a virtual reality environment.

- Tracked previous social platform analytics, derived goals for our campaign, and audited platforms throughout the project
- Recorded posts on a weekly content calendar and posted on TikTok and LinkedIn
- Filmed and photographed students, faculty, and the campus

#### **Sneakercon Animated Infographic**

**Aug 2022 - Dec 2022**

<https://dtc-wsuv.org/ksickles22/Salmon-Creek-Journal-Digital-2022/Video/matthew-nguyen.html>

#### **Multimedia Designer**

Animated infographic created for the Washington State University Vancouver Salmon Creek Digital Journal.

- Utilized Adobe Illustrator to create the infographic
- Animated the infographic using Adobe After Effects

#### **TEKsystems Infomercial**

**Jun 2022 - Aug 2022**

<https://www.youtube.com/watch?v=NYG7uxgLaIA>

#### **Project Manager**

Mock infomercial created for TEKsystems, the biggest IT recruiting firm in the U.S

- Worked on a team of four as the Project Manager
- Edited the infomercial using Adobe Premiere
- Acted as the president of the company in the video

#### **Moon Knight Campaign**

**Jan 2022 - May 2022**

[https://docs.google.com/document/d/1KJtzOd0yelVxOoZoAfII3o8gEpZhmHGhyiHlXxB\\_PFA/edit?usp=sharing](https://docs.google.com/document/d/1KJtzOd0yelVxOoZoAfII3o8gEpZhmHGhyiHlXxB_PFA/edit?usp=sharing)

#### **Social Media Analyst, Spring 2022**

The analysis of a Disney Plus Show’s social media campaign

- Analyzed the publicly available social media metrics
- Determined which posts were effective
- Created a case study on my observations of the campaign
- Used Adobe Premiere to edit a video

### Experience

---

#### **TEKsystems**

**Jun 2022 - Aug 2022**

#### **Technical Recruiter Intern**

Recruit the top IT talent and match their career goals with a clients hiring needs

- Developed strategies to identify quality candidates
- Evaluated strengths and weaknesses of candidates through the screening process
- Used sales and interpersonal skills to sell clients on the job