

CAREER SUMMARY

As a graphic designer and marketing specialist, I specialize in designing print and digital campaigns, analyzing key performance indicators (KPIs), and collaborating with cross-functional teams to drive sales and project success. At Lockwood, I strengthened relationships with national and international dealers by enhancing brand recognition and product education, which, in turn, built trust with these stakeholders. I am proficient in Adobe Creative Suite, HTML, CSS, and Meta ad campaigns. To expand my expertise, I'm currently working with local non-profit organizations to build on my Salesforce and Google Digital Marketing experiences. Seeking to leverage branding and campaign management skills in a Marketing Specialist role.

CONTACT INFORMATION

thuytrandesigns.com
tran.thuyphuong17@gmail.com
701-388-4295
LinkedIn.com/in/ThuyTranDesigns

EDUCATION

**B.S. Business Administration
emphasis in Marketing**
Minnesota State University Moorhead

CERTIFICATES

Lead Management with Salesforce
Marketing Analytics & Measurement
SEO Foundations

SOFTWARE

Adobe Creative Suite
WordPress
MailChimp
Salesforce
Zoho CRM
Hubspot CRM
Creo Parametric
Microsoft Office 365

SKILLS

SEO/SEM Campaigns
Graphic Design
Website Design
HTML Email
Marketing Operations
Google Analytics
Social Media Campaigns
Leads Management

PROFESSIONAL EXPERIENCE

Graphic Designer | Crary® Industries May 2019 - Current

- Managed email campaigns with customer-focused content, which helped improve open rates, impressions, and retention by 30% from qualified leads
- Enhanced consumer knowledge of product offerings by developing comprehensive marketing plans involving directions of annual catalogs, ad campaigns, and social media presence.
- Increased Crary's market share by analyzing trends and identifying opportunities using data and feedback from internal teams.
- Continually optimized communication tactics and Google Ads bidding strategy based on website engagement, social media statistics, and consumer insights.
- Leveraged relationships with YouTube influencers in the industry to increase brand awareness on social media platforms and converted leads into successful sales.

Project Coordinator | Forum Communications Company Sep 2017 - May 2019

- Built strong client relationships by proactively managing projects from concept to completion, ensuring effective communication took place with advertisers about project updates and directions.
- Improved deadlines management with collaborative tools to adjust workloads and scheduling. This reduced missed deadlines from 40% to under 8%.
- Collaborated with production and sales teams to ensure advertisers' goals and projects were executed to the highest standards.

Client Service Specialist | Weather Modification International Jan 2016 - Sep 2017

- Wrote, formatted, and submitted bids for private and government contracts with detailed descriptions ensuring a winning rate of 80%.
- Improved public knowledge regarding the niche industry by creating, monitoring and analyzing web interactions with published content on WordPress CMS using Google Analytics and Google Search Console.
- Ensured contractual obligations for projects were met by monitoring budget spreadsheets and producing reports to communicate data with stakeholders.