

TRAM "THERESE" NGUYEN

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PROFILE

- ★ Marketing professional turned **freelance writer** with nearly 6 years of cross-functional professional & academic experience
- ★ Experience writing copy (and even designing presentation of such copy) for various marketing collateral & initiatives, such as social media, email, online ads, menus, products, surveys, website, blogs, etc.

SKILLS

Writing & Editing | Project Management | Strategy & Planning | Performance Analytics | Graphic Design

WORK EXPERIENCE

Therese Nguyen

Freelance Writer

MAY 2020 - PRESENT

- <https://www.theresenguyen.com/portfolio/>

Virgin Hotels Dallas

Food & Beverage Marketing Manager

SEPT 2019 - MAY 2020

- As part of the opening team of Virgin Hotels Dallas, coordinated the creation & design of digital profiles and marketing collateral for the hotel's food & beverage outlets: Commons Club, The Pool Club, and Funny Library Coffee Shop
- Saved the company an estimate of \$10k a month by acting as an in-house designer and copywriter, creating & editing an average of 5 diverse collateral projects a week including menus, surveys, flyers, signage, and more
- Grew social media followings by nearly 300% through the planning and management of content for 3 profiles, including overseeing photoshoots, editing images, and writing copy for captions/replies that aligned with brand guidelines
- Reviewed and provided edits on the design & copy of creative pieces submitted by agency partners
- Proofread and updated website content for accuracy & formatting that fit brand and SEO guidelines
- Collaborated with PR firm to form strategic goals & provide editorial approval for press releases on the brand's initiatives

Ninja Legend Management

Marketing Manager

FEB 2018 - SEPT 2019

- Created, implemented, managed marketing campaigns for DFW restaurant brands under the Ninja Legend Management group (social media, email, digital ads, in-store promos, loyalty programs, events, mail-out ads, website content)
- Directed entire process of more than 65 marketing projects and campaigns for 3 brands in 2018, from brainstorming and proposals to execution and performance analyses
- Oversaw allocation of a \$100k annual marketing budget to various initiatives

Ninja Legend Management

Marketing Assistant

AUG 2017 - FEB 2018

- Copywrote FiveStars (loyalty program) content sent out to more than 30,000 members through emails & texts
- Created and scheduled creative social media content for 3 brands, including handling product photoshoots, image editing/optimizing, and copy writing/editing
- Increased followers by 2,160% on Instagram & 461% on Facebook, increasing average organic reach by 800% for top posts

La Belle Agency

Social Media Intern

MAY 2016 - AUG 2016

- Managed social media for beauty agency + utilized Photoshop & Canva to create promotional flyers, videos, and content

EDUCATION

Dallas Baptist University

Master of Arts (M.A.) in International Studies - Concentration in Global Business

AUG 2017 - DEC 2018

University of Texas at Austin

Bachelor of Business Administration (B.B.A.) in Marketing

AUG 2014 - MAY 2017

VOLUNTEER

Better Life Vietnam

Marketing & PR Team Member

JAN 2019 - PRESENT

- Wrote product descriptions and brand profiles for non-profit focused on improving educational opportunities for underprivileged youth in Vietnam

INTERESTS

Scoring the best concert tickets; Experimenting with new fashion & beauty trends; Learning languages (*Korean & Spanish*); Historical fiction; Rewatching Captain America: The Winter Soldier for the 50th time; Pina colodas & getting caught in the rain.