

JUSTIN NGUYEN

Digital Marketing Specialist and Education Consultant

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ABOUT ME

A 4-year experienced Digital Marketing specialist with Google certificate in Digital Marketing. Skills in SEO, SEM, Social media marketing, Content marketing, Email marketing and Event management. Active on Facebook, Instagram, LinkedIn, YouTube. Can set up and manage Facebook Ads, Google Adwords, Display ads (GDN). Strong Graphic design skills with Photoshop, Illustrator, Premiere and After Effects. Personally, a life-long learner activist. Running a YouTube channel about Irish education.



Google certificate in Digital Marketing | 01st August 2020
Passed Google exam in "The Fundamentals of Digital Marketing"
See Credential: <https://bit.ly/33izZV4>

WORK EXPERIENCE

May 2016 - **Digital Marketing Specialist and Education Consultant**
January 2020 3 years 8 months, The Education Company TEC

Digital Marketing Specialist:

- Digital marketing planning.
- Develop website with Search Engine Optimization (SEO): research keywords, track effectiveness by Google Analytics and Google Search Console.
- Social media marketing on owned, earned and paid channels. Set up and manage Facebook Ads, Google Adwords, Google Display Network, Retargeting Ads.
- Content marketing with SEO optimized technique.
- Keep track of media trends to consult marketing director.
- Manage media agencies and offline seminar/ events.
- Produce marketing materials by Photoshop, Illustrator, Premiere and After Effects.
- Response to enquiries from media.

Education Consultant - demonstrate a strong emphasis on customer service:

- Provide information and guidance for students and parents throughout the school selection process.
- Guide and support students through visa application process. I have experience with US and Ireland visa procedure.
- Provide pre-departure advices and preparation for students who are granted visa.
- Follow up and support students with any raising problems throughout their time at schools.

Activities:

Business trip to the UK - Apr 2019

On behalf of my manager, I traveled to London, Cambridge and Canterbury to work with 3 UK school partners on developing marketing materials for recruiting Vietnamese students.

Business trip to the US - Oct 2018

I came to visit 10 high school in the east coast of the United States. The purpose was to establish partner relationship, on behalf of my company. It was an amazing experience on building business partnership.

June 2015 - **Store Manager**
March 2016 9 months, SomewhereLand Amusement Centre

- Ensure customer service excellence.
- Coordinate between internal team and external stakeholders.

This experience has added to my skills set:

- Cross-functional communication skill, strong interpersonal skill.
- Logical and creative thinking skill for win-win results.

August 2013 **Marketing specialist**
- June 2015 1 year 8 months, WaterSHED Asia

- Conduct market research.
- Develop sales materials, support sales team.
- Organize sales events.

The hard-work has finally created its impact. Project on media report by Reuters:
<http://www.trust.org/item/20150706091525-a7ngq/>

Activities:

2 - week Human Centred Design Course in Cambodia, organized by IDEO & +Acumen

I teamed up with colleagues from Vietnam, US, UK and Cambodia to spend 2 weeks in Phnom Penh. We applied Human Centred Design Process to tackle Cambodian sanitation issue. It was a mind-opening experience that shaped my ability for teamwork in a multinational environment.

EDUCATION

Feb 2020 - June 2021 **Griffith College Dublin, Ireland**
Master of Science in Interactive Digital Media
On-going, graduate in June, 2021

Jul 2017 - June 2018 **FPT Multimedia Arena, Ho Chi Minh City, Vietnam**
Major: Graphics and Web Design
Top 5% in class

Sep 2009 - June 2013 **Banking University of Ho Chi Minh City, Vietnam**
Bachelor's in Business Administration
Valedictorian, course 2009-2013

SKILLS

Digital Marketing SEO, SEM, Social media marketing, Content marketing, Mobile marketing, Email marketing, Facebook Ads, Google Adwords, Google Display Networks, Zalo Ads, Coc Coc Ads, online PR articles, Retargeting Ads, Website Development, Forum Seedings, Event management

Graphics Design Photoshop, Illustrator, Premiere Pro, After Effects, Photography, Javascript coding

Communication Fluent in English and Vietnamese

Digital Portfolio www.duhoccongjustin.com/portfolio
