**Linh M. Nguyen**

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**WORK EXPERIENCE**

**Litibu Collective Jan 2022 – Present**

*Creative Art Director Remote*

* Led and collaborated with photographers and artists to create visually stunning and effective branding for Litibu
* Reviewed and approved deliverables to ensure that they met the company's needs and adhered to branding guidelines, while maintain consistency across all materials
* Designed high-quality graphics for Litibu’s subscription box materials under deadlines, applying strong work ethics and commitment to excellence
* Demonstrated expertise in graphic design and branding, utilizing various design tools and techniques to create compelling visual content that appealed to the target audience, resulting in increased subscription rates

**The Marketing Arm (Nintendo) Nov 2013 – Dec 2022**

*Product Specialist Houston, TX*

* Launched and promoted Nintendo’s latest line of game titles and consoles (including Nintendo Switch, Nintendo Switch OLED, Nintendo Switch Lite, WiiU, Nintendo 2DS, 3DS, and 3DS XL) by delivering engaging promotional pitches and game demonstrations
* Proactively connected with customers of all ages and backgrounds to build relationships through identifying their needs, and provide appropriate product recommendations, resulting in reinforced brand awareness and positive feedback
* Demonstrated a deep understanding of Nintendo's product line, features, and benefits, and effectively communicated them to customers
* Provided hands-on training during complimentary game play to further engage and educate customers on the products
* Increased purchase consideration for over 260,000 guests over the holidays, resulting in increased revenue and sales for the company across retails including Walmart, Target, Best Buy, GameStop, and Amazon

**CoLabs Pro (Hyundai Motor America) Apr 2018 – May 2019**

*Activation Specialist Nationwide*

* Executed marketing activation at various nationwide auto shows
* Leveraged excellent customer service skills with consumers of all ages and provided them with a unique experience of the Hyundai Veloster N race-car motion simulation on X-Box Forza 7 gaming platform
* Conducted and recorded attendees’ fasted lap times, providing them with a chance to participate in same-day tournaments and compete against other attendees for prizes
* Organized and conducted bracket-style racing tournaments with up to 32 people per 3-4 tournaments a day, resulting in increased engagement and excitement for attendees
* Effectively managed tournament logistics with my team, ensuring seamless execution and timely communication with participants

**Hype Agency (Verizon Wireless) May 2013 – Jan 2019**

*Marketing Manager Seattle, WA*

* Led a team of 8 product specialists as a Marketing Manager, providing coaching and guidance to meet the client's goals for quality productivity and goal accomplishment targets
* Selected to represent the NFL’s biggest sponsor at Super Bowl Central in downtown Phoenix, where I assisted in executing a successful week-long Verizon campaign
* Coordinated logistics and distribution of inventory, ensuring seamless execution of program activities and customer satisfaction
* Prepared and launched the Verizon smart phones at Seahawks Verizon Lounge
* Developed and implemented clear, concise, and timely reports for the client, with vendor and customer insights, accurate data collection, and capturing photo highlights to measure program success
* Engaged with over 800 customers at each event, utilizing strong communication and interpersonal skills to anticipate their demographic and lifestyle needs to provide advice and demonstrations of the best-fitting products (including smartphones and smart accessories) and its' key product features

**Premium Retail Services (Samsung Electronics) Jun 2016 – Jun 2017**

*Product Specialist Seattle, WA*

* Launched and promoted new Samsung products (including Galaxy, Gear S2, Gear VR, Tab 2, and SmartThings) to increase sales at various T-Mobile and Best Buy locations
* Utilized exceptional interpersonal skills to understand customers’ needs and recommended appropriate Samsung products to encourage customer satisfaction and brand loyalty
* Proactively collaborated with sales associates to ensure accurate communication of the SmartThings launch and its compatible devices across multiple Best Buy departments, resulting in increased product awareness for an average of 40 consumers per shift
* Developed and executed effective promotional strategies to increase purchase consideration for an average of 150 consumers, resulting in a 10% increase in sales across multiple T-Mobile locations per shift

**EDUCATION**

**University of Washington Jun 2015**

*BA in Sociology, Minor in Diversity Seattle, WA*

* Emphasized the importance of understanding and appreciating different cultures and ethnic groups, and developed a deep understanding of how to effectively connect with people from diverse demographics
* Volunteered as an Event Administrative Assistant and Hostess for the Polynesian Student Alliance (PSA) UW–Ethnic Cultural Center, supporting and contributing to the success of the organization’s events and initiatives

**CERTIFICATIONS, SKILLS & INTERESTS**

* **Certifications:** User Experience (UX) Design
* **Skills:** Adobe Creative Suite (Photoshop, XD, Rush); Microsoft Office (Word, Excel, PowerPoint); G-Suite; proficient in graphic design; basic HTML/CSS; web design; prototyping; social media; conversational Vietnamese; elementary Italian
* **Interests:** Personal training; game nights; karaoke to early 2000’s R&B; designing vintage graphic tees; painting original characters; learning to DJ