

LINH M. NGUYEN

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Unique blend of sociology expertise and 6 years of marketing experience driving face-to-face customer interactions through the execution of marketing campaigns for many clients across multiple industries, while gathering consumer behavior insights for my clients to build better customer engagement programs.

STRENGTHS

- Strong understanding of target demographics and social constructs
- Ability to effectively communicate with customers from many different demographics
- Strong project management skills while maintaining great attention to detail
- Analytically minded, with clear and concise reporting for strategy development
- Highly collaborative team player; easily adaptable and a quick learner in a fast-paced environment
- Proficient in technical programs, such as Adobe Creative Suite (Photoshop, Lightroom, XD, Rush) and Microsoft Office (Word, Excel, PowerPoint)

EXPERIENCE

Hyundai Motor America, Nationwide (CoLabs Pro), Activation Specialist **Apr 2018 – May 2019**

- Executed marketing activation at nation-wide auto shows
- Connected consumers of all ages with the Hyundai Veloster N race-car motion simulation on X-Box Forza 7 gaming platform
- Recorded attendees fastest lap times for a chance to participate in same-day tournaments
- Organized and conducted bracket-style racing tournaments with up to 32 people per 3-4 tournaments a day

Verizon Wireless, Seattle, WA (Hype Agency), Marketing Manager **May 2013 – Jan 2019**

- Coached team of 8 product specialists to meet the client's expectations for productivity, quality, and goal accomplishment as a Marketing Manager
- Selected to travel and assist in Verizon campaign at Super Bowl Central in downtown Phoenix
- Executed a week-long pep rally leading up to Super Bowl XLIX for the largest display of NFL's biggest sponsor
- Coordinated logistics and distribution of products
- Prepared and launched the Verizon smart phones at Seahawks Verizon Lounge
- Provided client with relevant updates and generated thorough reports of program activities with vendor and customer insights, accurate data collection, and capturing photo highlights
- Engaged with on average over 800 customers at each event to anticipate their demographic and lifestyles to advise and demonstrate best-fitting products (smartphones and smart accessories) and its' key product features

Nintendo, Seattle, WA (The Marketing Arm), Product Specialist **Nov 2013 – Dec 2017**

- Launched and delivered a promotional pitch within game demonstrations to engage consumers on latest Nintendo's line of game titles and consoles (including Nintendo Switch, WiiU, Nintendo 2DS, 3DS, 3DS XL)
- Engaged with customers of all ages and backgrounds individually to build relationships and reinforce brand awareness through promoting retail holiday sales and training customers during complimentary game play
- Increased purchase consideration for over 260,000 guests

Samsung, Seattle, WA (Premium Retail Services), Product Specialist **Jun 2016 – Jun 2017**

- Launched and delivered a promotional pitch to encourage sales of new Samsung products (including Galaxy, Gear S2, Gear VR, Tab 2, SmartThings) at various T-Mobile and Best Buy locations
- Addressed users' varying needs by recommending products and communicated daily Samsung promotions
- Introduced the launch of SmartThings and its compatible devices across various Best Buy departments
- Increased purchase consideration for an average of 150 consumers and on-site Samsung-T-Mobile sales for on average of 10 consumers per shift

EDUCATION

Bellevue College, Bellevue, WA **Sep 2017 - Jan 2019**

- Certificate in User Experience (UX) Design: Focused on producing prototypes of digital interfaces while solving user problems in a five-stage design thinking process

University of Washington, Seattle, WA **Sep 2011 - Jun 2015**

- Bachelor's in Sociology: Specialized in human interaction and behavior; how social life constructs communities and needs
- Minor in Diversity: Emphasized in different cultures, different ethnic groups, and a deep understanding of how to communicate with various demographics