

LUKE NGUYEN

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EDUCATION

University of Texas at Arlington

Arlington, TX

Bachelor of Science

RELEVANT COURSES AND SKILLS

Adobe Suite

- Intermediate proficiency in Photoshop along with other editors that include layer compositing and blending
- Minor experience in video editing using advanced software such as Premiere Pro, HitFilm, and Filmora
- Creation of custom flyers and graphics including logos for organizations and businesses using Illustrator
- Basic proficiency in creating and optimizing existing UI/UX design in both InDesign and XD

Content Planning

- Creation of editorial and content calendars to plan out social media campaigns to widen brand reach
- Analyzation of current trends for social media and optimizing SEO for website visibility

Online Management and Marketing

- Knowledge of Hootsuite and Sprinklr to manage and integrate social media for business products with certifications (Sprinklr Product Analyst Pro, Sprinklr Community Manager Pro)
- Prior usage of Google Ads & Analytics, Instagram Insights, and TikTok Creator Tools to track statistics and generate ads along with SEO knowledge (Google Ads Search, Semrush SEO Fundamentals)

EXPERIENCE

Jungle Events

Mar 2022 - Nov 2022

Marketing Coordinator / Dallas, TX

- Advertised notable companies and organizations such as Hello Fresh, Spectrum, and UNICEF through intensively researched campaigns
- Increased ROI by 30% in the local DFW community

Texas Live Lonestars Dance Team

Apr 2022 - Aug 2022

Social Media Content Creator / Arlington, TX

- Produced a viral video on TikTok amassing over 48,000 views and increased following on page by around 50% going from 1100 to 1700
- Made Instagram reels averaging over 10,000 views and increased following and engagement by nearly 30%

Crafted Plans

Feb 2020 - Jan 2022

Social Media Manager / Grand Prairie, TX

- Handled website optimization and paid ad campaigns to improve SEO and increase online visibility of the business by nearly 75% since its opening
- Managed Instagram profile and engagement by capitalizing on reels and collaborating with other businesses

UT Arlington Spirit Groups

Jan 2016 - May 2019

Dance Team Social Media Handler / Arlington, TX

- Position accepted under semesterly scholarship granted due to merit and experience
- Managed the official university's dance team's social media, ending up with an increased follower account on Instagram by 100% by time of graduation