

# KHA NAM NGUYEN

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## Relevant Courses:

- Sales Promotion and Publicity, Marketing Management, Marketing Research, Consumer Behavior, Digital Marketing, Public Relations, Operations Management, Marketing Analytics

## Skills

- Basic HTML, Adobe Photoshop Premiere Pro, and Microsoft Office (Word, Excel, Outlook, and Powerpoint), SSPS

## Work Experience

### **Deadset Designs - Marketing Associate**

January 2017 - September 2020

- Managed social media accounts on Facebook and Instagram, analyzed trends using Instagram Insight. Implemented a new strategy for Instagram that reached out to **2600** more users than usual with a conversion rate of around **20%**. The Instagram page gained around **130** followers within the two week campaign while posts had **42%** more likes and **15%** more comments.
- The new campaign that was introduced and implemented also led to an increased sales of Automotive Vinyl Wrap **40%** and increased Merchandise and Apparel sales by **25%**.

### **Starbucks - Barista**

October 2018 - September 2020

- Created drinks and food upon request, handle payments, and maintain clean work areas
- Provided outstanding customer service for at least 100 or more customers a day in a fast-paced environment
- Trained new employees fundamentals of position and health standards.

### **Purple Kow - Barista**

April 2016 - May 2018

- Provided customer service in a fast-paced environment to the highest degree.
- Reconciled cash transactions and distributed cash tips for other employees.
- Collaborated with owners to launch several fundraisers with San Jose State University to increase sales and foot traffic to the store front. Managed the fundraisers by setting up logistics with certain clubs which include marketing campaigns and sold **\$1000** of drinks to students. This helped increase revenue and sales of the store by **20%**.

## Projects and Experiences

### **Dudes Doin' Candles - Digital Marketing Final Project - Social Media Marketing**

January 2021 - May 2021

- Managed and monitored growth of business project on Facebook and Instagram to meet certain KPI's that our professor gave us. Monitored and analyzed Facebook and Instagram Insight to launch a Marketing plan for our product launch which led to **449** page likes on Facebook and **177** Instagram followers in 1 week.
- Handled SEO on the project website. From our Social media, we had a click through rate of **35%** to the website along with **244** unique visitors and **688** website visits, of which **6.68%** came from organic searches.

### **UNAVSA - Marketing Committee**

June 2018 - November 2018

- Managed and created a marketing campaign, which sold out tickets to the UNAVSA Convention, **doubling** the attendance of the previous UNAVSA convention.

## Education

### **San Francisco State University - Marketing**

Expected Graduation: May 2022

## Interests

**Tech:** As an individual who always wants to be in the loop and in the trend, I always do my research to find the best of the best at a fair price point. My recent custom gaming computer was built with this in mind along with the peripherals that help compliment the build.