





My Vo

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EDUCATION

Aug 2018 - Dec 2021 Bachelor's degree in Marketing and Management at **The University of Texas at Arlington**

WORK EXPERIENCE

My Thai and Vegan (Digital marketing Coordinator) Dec 2021 - Dec 2022

- Developing the online branding of a restaurant across various social media platforms while demonstrating proficiency in Social Media Optimization (SMO).
- Using Google Analytics to monitor website traffic and audience metrics enables developing effective tactics to resolve customer issues.
- Targeted campaigns for special events yield a substantial increase in Facebook reach and page views, resulting in additional revenue boosts of \$2-3k per campaign.
- Experiencing in e-commerce marketing with expertise in PPC and content marketing strategies for effective product promotion.

Sugar Crush Ice Cream & Boba (Digital marketing Assistant) Dec 2020 - Nov 2021

- Employing strategic planning and executing effective brand management practices, I have established a strong brand equity, resulting in successful branding and proficient brand management.
- Using Google Analytics to track KPIs such as social media engagement and referral traffic provides insights into how customers discover and engage with the business.
- Experiencing in PPC advertising through Facebook Ads to drive targeted traffic and increase engagement on the page.
- Proficient in utilizing WordPress as a website design tool to enhance the online presence of the business.

Buerre Top (Co-Founder & Digital marketing coordinator) May 2020 - May 2021

- Operating an online bakery utilizing Facebook as the primary marketing channel, with expertise in employing Facebook ads to maximize reach and budgeting strategies to effectively target desired audiences for each campaign.
- Developing a comprehensive social media content strategy, including the creation of a content planner and scheduling optimized posting times to maximize engagement and reach.
- Expertise in using SaaS products like Canva for graphic design and Google Workspace for collaboration, demonstrating proficiency in cloud-based software tools.

SKILLS

- Exhibiting a keen attention to detail, possessing exceptional communication skills, and demonstrating a capacity for effectively managing multiple tasks and action plans.
- Possessing a solid foundation in utilizing HTML/CSS for website development, and basic knowledge in SQL.
- A certified Google Ads professional, having successfully completed the necessary requirements and demonstrating proficiency in effectively managing online advertising campaigns.
- A fundamental grasp of different online marketing strategies and techniques, including the ability to utilize metrics such as ROAS and CVR to measure marketing performance.