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Reston, VA, 20191

*"I offer more than 10 years of expertise and visible leadership with a strong background in graphic design, web development and marketing strategy."*



## REFERENCE

### Ms. Micki Francis

Director of Creative Services

Virtual Inc

mfrancis@virtualinc.com

+1.703.220.5093

### Ms. Nguyen Thanh Thuy

Marketing Manager

Kusto Investment Management

thuy0182@gmail.com



## EDUCATION

2006 - 2009 Bachelor of Design for Multimedia

RMIT International University



### Achievements

**Student Leadership Recognition Certificate**  
(12/2007)

Involved in the 10 students who received the Student Leadership Recognition Certificate in 2007 - Qualified for outstanding leadership contributions to clubs and community activities

2011 - 2013 Master in Marketing & Advertising

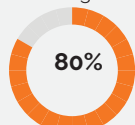
Solvay Business School



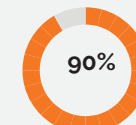
## SKILLS

### Graphic Design

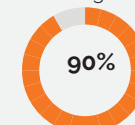
Brand Identity Design



Marketing Collateral Design

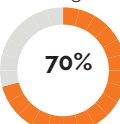


Event Collateral Design

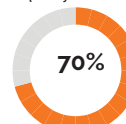


### Web Design

Web Layout Design



HTML/CSS JQuery Coding

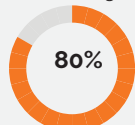


Online Digital Design

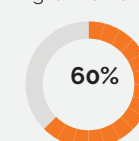


### Marketing & Branding

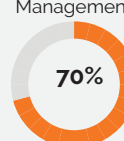
Above the line Marketing



Digital Marketing

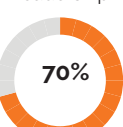


Supplier Management

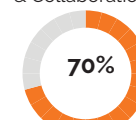


### Soft Skills

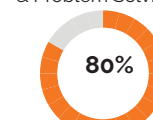
Leadership



Teamwork & Collaboration



Adaptability & Problem Solving





# WORK EXPERIENCE

07/2019 - Now

## PRINT & DIGITAL COMM SPECIALIST - LEAD GRAPHIC DESIGN

### United Planning Organization (UPO)

Be the keeper of the Brand - ensure all communications collaterals are consistent across channels and lives up to the highest quality of UPO's visual standards:

- Print & Digital - responsible for developing all online and offline materials from concept to final printing products including: Event concept, Annual Report, Flyer, Poster, Banner, Email, Newsletter, etc.
- Social Media - creating strategy and social media calendar for UPO social media platforms: Facebook, Twitter, Instagram, LinkedIn, NextDoor
- Maintaining UPO Website - updating content and creating new webpages
- Fundraising - managing fundraising tools including: MobileCause, DonateNow, Network for Good, DoMore24, etc.

11/2017 - 06/2019

## GRAPHIC DESIGNER - CREATIVE SERVICES

### Virtual, Inc (Drohan Management Group)

Assist Vice President - Creative Services to:

- Layout and design of publications and marketing and promotional and administration collateral for clients: Presentations, Flyer, Brochure, Annual Report, Journal, Quarterly Magazine, etc.
- Prepare materials for conventional and digital printing: Preliminary Program Book, Prospectus, Forms of Membership & Registration, Tradeshow Displays, etc.
- Create digital images/files for Website, Social Medias and Applications
- Maintaining / updating websites content periodically for each client

11/2015 - 04/2017

## SENIOR GRAPHIC DESIGNER

### Think Outside Limited Company

Assist Sales & Marketing Director to:

- Design Marketing Collateral such as: Presentations, EDM, Flyer, Guidelines, Carton Box, Brochure, Backdrop, etc.
- Preparing and processing Photoshoot session of Think Outside Product in the studio.
- Planning and Organizing digital graphic projects to support Sales & Marketing Department
- Design new Web Layout for the Company website and update website content periodically.

06/2011 - 09/2014

## MARKETING ASSOCIATE - LEAD GRAPHIC DESIGN

### VinaCapital Real Estates

Assist Sales & Marketing Director to:

- Graphic layout design Marketing and Event Collateral such as: Brochure, Portfolio, Invitation, Flyer, Backdrop, etc.
- Planning and Organizing digital graphic projects to support Sales & Marketing Department
- Responsible for management and maintenance of 12 project websites
- Coordinate with the Design / Web Agencies and other Suppliers to produce the collaterals

07/2008 - 05/2011

## WEB & GRAPHIC DESIGNER

### April Digital Company & DI Central Corporation

- Proficient in Web layout design using Photoshop
- Design Graphic Packages (Identity Package) using Illustrator, Photoshop, IndesignDesign flash items (banner, navigation, etc.) using Flash
- Develop static websites/web interface using HTML/CSS/JavaScript
- Support marketing team in creating marketing materials (flash banner, ads, etc.) for the campaign