Carolyn Nguyen

HTTP://WWW.CAROLYNTNGUYEN.COM/

Profile

Dedicated multi-faceted Marketing and Communications professional skilled in designing, planning, and implementing marketing and advertising materials. Proficient in providing training and technical support on marketing strategies, writing, and communication policies. Adept at composing and preparing various content types, including newsletters, brochures, flyers, books, and articles for specialty publications. Experienced in coordinating outreach efforts and maintaining media files and records.

Employment History

AGPA, CAL FIRE Intel, Mather, CA

MARCH 2024 — PRESENT

Lead marketing strategist and graphic designer for CAL FIRE Intel, responsible for developing and implementing comprehensive communication strategies. Leverage expertise in both creative design and data analysis to effectively communicate Intel program initiatives and outcomes to diverse stakeholders.

- Design and create graphics to support CAL FIRE Intel's communications and operational needs, leveraging graphic design and advertising.
- Assist in organizing and facilitating meetings for the Intel program and ALERTCalifornia camera system working group, including preparing agendas, taking notes, and following up on action items.
- Contribute to developing and improving processes within the Intel program, offering recommendations.
- Program Management with specialty classes such as FDOP, FBAN, and Annual Intel Conference.

Marketing Specialist, CAMICO Insurance, San Mateo, CA

AUGUST 2018 — APRIL 2023

Effectively collaborate with cross-functional departments to support outbound and inbound marketing operations, including email marketing, lead generation activities, internal communications, corporate deliverables and various projects.

- Manage digital and email marketing operations using Acoustic Campaigns/IBM Watson Marketing Automation for CAMICO’s customers, vendors and other important stakeholders.
- Facilitate CAMICO’s registration and attendance at tradeshows and conferences, promoting engagement and awareness.
- Assisted in creating graphic materials and promotional tchotchkes for the marketing department for mailers and events.
- Create and design internal marketing communications such as annual reports and employee newsletters.

Digital Marketing Specialist, iCARS & Limos.com, San Francisco, CA

FEBRUARY 2018 — NOVEMBER 2018

Executed targeted campaigns across multiple channels while managing content development and market strategies.

Details

Sacramento Region
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Links

LinkedIn
Online Portfolio
Schedule a call

Skills

Digital Marketing

Email Design & Marketing

Customer Lifecycle

CAN-SPAM Compliance

Drip & Journey Campaigns

Database Cleansing

Video Production

Marketing Materials

Event Planning

Salesforce CRM

Brand Management

Marketing Initiatives

Marketing Support

Marketing Strategies

Promotional Materials

Marketing Analytics

Digital Photography

Social Media

Content Management System

Copywriting

- Conceptualized and delivered engaging, innovative custom PowerPoint presentations, data sheets, HTML email blasts, digital banners, magazine ads, tradeshow signage and promotional materials.
- Utilized data analytics to deliver strategy, planning and execution strategies for all digital marketing initiatives.
- Lead email copywriting, designs, HTML coding, planning, coupon code creation, A/B Testing and analytics.
- Database Cleansing using Excel and Salesforce.

Sr. Graphic Designer, Accellion, Palo Alto, CA

FEBRUARY 2016 — OCTOBER 2017

Commandeered B2B digital and print materials design from conception to delivery to support marketing initiatives.

- Produced and delivered brochures, eBooks, postcards, trade show signage, fact sheets, posters, PowerPoints, flyers, selling tools, signs, promotions, banner campaigns, advertisements, tradeshow swag, diagrams and animations.
- Fostered and provided creative ideas for the entire planning, design processes, and execution of various brand designs.
- Liaised and collaborated with creative teams to develop new concepts and strategies to integrate proper branding.

Corporate Graphic Designer, Equinix, Redwood City, CA

APRIL 2015 — JANUARY 2016

Engineered high-quality graphics and elements for B2B print, online, email, presentations, and marketing collateral materials.

- Provided comprehensive support in coordinating marketing strategies and campaigns by contributing invaluable input to branding, marketing, sales management, engagement, selling strategies, and revenue-generating client campaigns.
- Initiated branding design and redesigned marketing collaterals for B2B print, online, email, and marketing presentations.
- Creatively managed all graphic design deliverables, refined projects, and drafts, and recommended innovative ideas.

Online Marketing Manager, ZAP BI, San Francisco, CA

OCTOBER 2012 — JUNE 2014

Directed and enhanced online marketing activities and website promotions by managing various processes and procedures.

- Created Marketo email marketing campaigns, gated landing pages, templates, print, banners, tradeshow booths and newsletters.
- Employed technical expertise to manage DotNetNuke website and landing page updates to meet quality standards.
- Carried out design from concept to publication, leading the strategic direction, marketing operations and engagement.

Marketing Program Manager, Hitachi Data Systems, Santa Clara, CA

MAY 2011 — JULY 2012

Championed marketing programs, event planning, tradeshow logistics, ordering A/V, budgeting, Salesforce administration and trainer, graphic design, email copywriting, and digital marketing campaigns to improve market reach constantly.

- Utilized consumer insights to guide product marketing campaigns and inspire high-quality creative content creation.
- Conceptualized and delivered innovative, engaging content using various technologies to boost market growth.
- Streamlined content for various communication channels, including web, email, print, video and presentations.

Education

B.A. Mass Communications - Advertising, Southwest Texas State University, San Marcos

AUGUST 2000

Minor in Graphic and Web Design

Certificate of Design, University of Texas at Austin,

JULY 2000

Program hosted by Yvonne Tocquigny of Tocquigny Ad Agency

Technical Skills & Software

Creative: Adobe Creative Suite (Proficient in Illustrator, Photoshop, InDesign), Adobe Photoshop Express, Canva, WeVideo, Digital 4K Camera (Panasonic Lumix), Bridge

Content: AdRoll, WordPress, Blogger, Wix, Volusion E-Commerce, DataUploader, WS_FTP, GoToMeeting/Webinar, DotNetNuke (DNN), Otter.ai, Rytr.ai, ChatGPT, Jasper

Project Management: Wrike, Trello

Office: Microsoft Office and Google Workspace, Google Drive, Acrobat

Capture Tools: Landing Pages, SurveyMonkey, JotForm

Social Media: Facebook, Twitter, Instagram, YouTube, LinkedIn, HootSuite, TikTok, Metricool, CapCut

CRM: Salesforce (7 years)

Email Software: Acoustic Campaigns (6 years), Marketo (2 years), Salesfusion, now SugarCRM (1 year), Mail Chimp (2 years), Constant Contact, Stripo

Coding: HTML5 and CSS, Rezgo PHP

Communications: Microsoft Teams, Slack

Analytics: Google Analytics, Statcounter

Honorable Mentions

- Designed the Khronos Tech Consortium's logo and other worldwide API logos such as Sony Collada, OpenGL|ES, OpenMAX, and more.
- Revamped Accellion's last logo before it was aptly renamed "Kiteworks".
- Current webmaster of The Hollyfield Foundation. A non-profit in human rights and AIDS advocacy located in Houston, Texas.
- Previous founder of Change of Greenery Electric Bikes of Napa, CA and previous Napa Valley Car Free Coalition board member.
- Etsy Ebook writer.