

QUIN NGUYEN

MARKETING & COMMUNICATIONS SPECIALIST

A Marketing Executive with experiences in Social Media Marketing and Brand Activation. Determined, practical and responsible, Quin is eager to learn new skills, gain hands-on experience and put her skills to work. She is a highly productive and collaborative individual who thrive to achieve mutual goals.

WORK EXPERIENCE

MARKETING & COMMUNICATIONS SPECIALIST

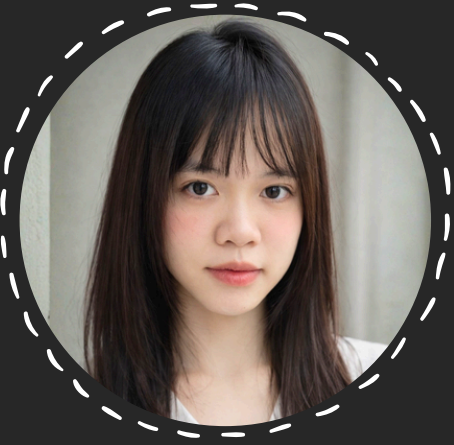
Real Estate Analytics | June 2023 -Present

Marketing:

- Automated parts of the article generation workflow using AI tools such as **Codex**, streamlining content research, drafting, and planning processes to **improve content production efficiency**.
- Collaborated with data and product teams to design, create, and monitor meaningful and data-driven content tailored to the target audience, driving brand awareness and engagement **organically**, with **average engagement rate of 30%** achieved on LinkedIn.
- Contributed to the optimisation of the company website (including website design and SEO optimisation) using tools such as Google Analytics, Search Console, etc. and HTML, enhancing visibility on search engines and driving organic traffic, achieving **an increase of 400% in website visibility (impressions)** over 3 months compared to previous period.
- Built automated reports on user activities** for websites and apps using Google Analytics and Looker Studio, assisting Product Managers on product improvements.
- Developed and managed weekly email marketing campaigns using Odoo to foster relationship with current clients and increase brand awareness, achieving **an average open rate of 45%**.
- Spearheaded a rebranding initiative, working closely with senior management to align the company's brand structure and collaborating with relevant teams to ensure timely deployment of changes.
- Played a pivotal role in **content strategy development**, curating a content calendar that balanced promotional, educational, and engagement-driven posts, ensuring brand consistency and voice across all content types and channels.
- Managed **social media ads** and analysed campaign performance metrics using tools like Meta & TikTok Business Suite, LinkedIn Campaign Manager to assess the effectiveness of marketing strategies and recommend areas of improvement.
- Designed materials for marketing (posters, slides, videos, etc.) in line with brand guidelines using **Canva, Illustrator, and Premiere Pro** to enhance visual consistency, drive engagement, and support the sale process of the sales team.
- Fostered relationships** with media outlets, influencers, and industry partners to amplify the company's reach and credibility.

Customer Support:

- Collaborated closely with Product and Engineering teams to escalate technical issues and improve platform usability based on feedback.
- Developed knowledge base articles, video tutorials, and training materials, empowering customers to leverage all tools independently.



SKILLS & EXPERTISE

Microsoft Office

Google Suites

Adobe (Premiere Pro, Illustrator)

Figma, Canva, Davincii Resolve

Meta Business Suite, Google

Ads, TikTok Ad, LinkedIn

Advertising

Hubspot, Odoo, Zendesk

Google Analytics, Tag Manger,

Search Console

Languages

Vietnamese (Native)

English (Working proficiency)

Chinese (Basic)

EDUCATION HISTORY

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Bachelor of Business Management

Marketing major

2019 - 2023

GET IN CONTACT

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