

Lien Nguyen

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SKILLS

Marketing, Social Media, Sales, Problem Solving, Customer Service, Information Technology, Time Management, Computer Literacy in Microsoft Outlook, Adobe Creative Suite, Google Docs, Excel

EXPERIENCE

Independent Brand Ambassador

2017 - Present

- Collaborated with clients to promote product/service
- Studied client's product/service to inform customers and attract new audiences
- Promoted products/services Off and On Premise
- Led ambassador team on both off premise & on premise promotion events
- Worked events for: Bose, Google, Verizon, Chevrolet, LIV Golf, Hennessy, etc.

Independent Influencer

2017 - Present

- Over 30,000 followers on Instagram, averaging 3,000 plus engagements per posting
 - Topics include clothing, accessories, food, etc.
- Driving sales and increasing customer traffic rate through online marketing and promotions
 - Estimated \$30,000 in sales
- Supporting more than 50 fashion brands and specialty items
- Creating content including videos, articles, and professional photos and business resources
- Managing social media calendar for advertisements and promoted posts
- Preparing launch of independent fashion boutique website adjacent with Amazon storefront
- Website and graphic designs development

Airspan Networks, Boca Raton FL - Social Media Coordinator

June 2022 - Present

- Managed daily social media content such as videos, images, case studies, and graphics - helping the company increase followers/engagement/sales
- Managed the company's Twitter, Instagram, Facebook, and LinkedIn profiles with a combined following of 50,000+.
- Planned content calendar for different online channels and aided creative team in developing content for blogs, videos, podcasts, etc.
- Monitored day to day digital presence on social media channels and gathered analytics/reports such as audience growth, engagement, and followers that steered overall marketing strategy.

Mimosa By Airspan, Santa Clara CA - Social Media Coordinator

October 2021 - Present

- Managed daily social media content such as videos, images, case studies, and graphics - helping the company increase followers/engagement/sales
- Created and managed innovative marketing campaigns about related topics (products, government funding, events, etc.)
- Managed the company's Twitter, Instagram, Facebook, and LinkedIn profiles with a combined following of 50,000+.
- Planned content calendar for different online channels and aided creative team in developing content for blogs, videos, podcasts, etc.
- Monitored day to day digital presence on social media channels and gathered analytics/reports such as audience growth, engagement, and followers that steered overall marketing strategy.

BDSmktg, Dedham MA - *Marketing Representative for Bose Company*

December 2019 - January 2020

- Carry out advertisements for Bose's consumer products
- Reported analytics, data, and customers' feedback to the Bose Company
- Maintained Bose's in-store displays comply with brand guidelines
- Assisted buyers with recommendations and customer reviews

Porro's Custom Interiors, Worcester MA - *Front Desk Assistant*

April 2019 - September 2019

- Managed front desk tasks & calls
 - Solved customer issues and inquiries
 - Provided support to customers daily (phone interaction, problem resolution and account transaction processing)
 - Responded to any incoming phone calls from customers or top clients
- Manage and monitor the company's official social media outlets including Facebook, Instagram, YouTube, etc.
- Responsible for executing marketing strategies for digital and traditional advertising campaigns
- Advisor to clients in their decision-making process
- Assist customers' payments, orders, contact information, and bookings
- Maintain upkeep of the store and greet and help clients for a pleasant shopping experience

BNY Mellon - *Service Representative*

December 2020 - May 2021

- Serviced bank shareholders with requests (trades, forms, registration) over the phone
- Customer service, data, and assistance
- Utilized CRM, AVAYA, and different computer databases to input & manage customer information

EDUCATION

University of Massachusetts Boston, Boston MA

September 2019 - Present

Shrewsbury High School, Shrewsbury MA

August 2015 - May 2019

COMMUNITY SERVICE

Mission Trip - Vietnam - *Volunteer.*

- Worked as a team to teach Vietnamese children from ages 5-10 years old
 - Subjects include: English
- Performed food preparations for children at the summer school

IT Photo Project - University of Massachusetts Boston - *Volunteer*

January 2022 - Present

- Worked as a team to create and capture photos of technology on campus
- Attended weekly meetings to share and brainstorm next ideas
- Posted weekly blog content with pictures

Lasallian Foundation Mission Trip - Cambodia - *Volunteer*

July 2018 - August 2018

- Worked as a team to teach underprivileged Cambodian children from ages 5-17 years old
 - Subjects include of Math, Science, English, and Art
- Performed annual flood and natural disasters preparations by providing and stocking non-perishable foods and supplies on site
- Supplied and distributed food, clothes, and other necessities to less fortunate families

UMass Volunteer - *Volunteer*

September 2017 - August 2019

- Performed office duties
 - Faxing, mailing, filing and organizing paperwork
- Worked as a front desk assistant to greet and aid visitors in Emergency Branch
- Escorted families to patients in emergency rooms

Mission Trip - Haiti - *Volunteer*

June 2016

- Worked as a team to provide food and healthcare for the under-privileged in both the orphanage and city
- Handed out non-perishable foods to children and their families
- Performed household tasks on site of the orphanage
- Reconstructed orphanage housing and buildings
- Supplied clothes, medical supplies and other necessities to aid citizens in need

LANGUAGES

English • Vietnamese - *Written and oral fluency*