

Michelle Nguyen

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WORK EXPERIENCE

Senior Marketing Account Coordinator

June 2022 - Jan 2024

Marketing Account Coordinator

Oct 2021- June 2022

Corporate Couture

Danville, CA

- Key point to all third-party vendors for Senior Executive directors, managers and their clients.
- Provides brand merchandise and marketing material to clients.
- Manage third vendor relationships and project details, serving as the primary liaison between vendors and the agency and as the secondary point of contact for clients.
- Oversee the process from concept, prototyping, production, to launch.
- Ensuring projects stay on schedule and within budget.
- Coordinate between internal teams and external vendors to ensure seamless execution.
- Schedule high volumes of calls, Zoom calls, meetings, between multiple parties in various time zones.
- Collaborated exclusively with High-Profile clients including Grey Goose, Beam Suntory, Jim Beam, White Claw, Truly, Hornitos, and Maker's Mark for PR events and music festivals
- Serve as the single point of contact for placed orders, provide digital art mock-ups, coordinate shipping and receiving, communicate issues or delays with stakeholders, and run management reports to track production progress.
- Ensure creative assets are delivered to venues for events
- Effectively follow up with clients and move sales projects effectively for on time completion
- Submit and monitor art and creative requests to completion for any marketing assets needed
- Works under tight project deadlines and is quick and flexible to unexpected issues.
- Efficiently communicate to multiple team members, vendors, and clients.
- Create decks and client presentations.
- Achieves individual and team sales goals to enable business success
- Draft budgets, estimates, and pricing between clients and vendors.
- Schedule and organize meetings and update agendas.
- Achieves individual and team sales goals to enable business success including confirming high-quality, flawless orders, redirecting shipments to new locations with strict time constraints, and personally delivering shipments.

Social Media Marketing Manager and Administrative Assistant

Oct 2020 – Feb 2023

Judge MD Plastic Surgery

San Francisco, CA

- Collect and organize all clients and influencer assets.
- Assist with planning and implantation of campaigns, including release schedules, promotions, and social media plans
- Managed influencer relations, inquiries, scheduling, and finances with followings up to 700k followers.
- Manage social planning and publishing.
- Organized photoshoots and video shoots.
- Coordinate approvals and execution of promotional sweepstakes.
- High level of understanding of social media platforms and admin management of social posting.
- Managed calendars and schedules.
- Managed digital data reports and KPIs.
- Created monthly marketing strategy through social auditing, business goals, competition, and analytics.

- Planned promotional events to gain new leads and execute sponsorship requirements.
- Managed website and all digital platforms including Instagram, Facebook, and TikTok.
- Planned, captured, and edited content for Instagram and TikTok.
- Maintained supplier relations and planned sponsored events and promotions for the office.
- On-site, day of event coverage as necessary.

Event and Catering Staff

July 2021 - July 2022

Havana Restaurant and Catering

Walnut Creek, CA

- Coordinate with all parties on event execution.
- Set-up and tear down event spaces.
- Served food and prepared drinks for guests.
- Provide best customer service and hospitality.
- Ensure food & beverage and assets are delivered to venues
- Deep understanding of food and beverage preparations, service standards, guest relations and etiquette

Media Editor Intern

Sept 2020 – Dec 2020

Mariposa Sisters

San Diego, CA

- Planned, created, and edited content for social media posts promoting the female-led nonprofit and Mariposa Sisters’ upcoming Netflix Documentary.

Tax Intern

Jan 2020 – April 2020

Armanino LLP

San Ramon, CA

- Prepared 100+ tax returns and fiduciary trust for high-level individuals, C Corps, S Corps, Small LLCs, and Non-Profit Organizations.
- 20+ hours of data entry per week
- Ability to create and maintain budgets for artist activities.
- Performed a variety of administrative tasks consisting of client record organization, client communications, and assisting seniors and partners.

Server

Feb 2018 - Jan 2020

PF Changs

Walnut Creek, CA

- Served 100+ customers per shift at a national chain restaurant. Responsible for calls and reservations, managing calendars, supporting managers with organizational tasks, providing excellent customer service, and training 10+ new hires.

Special Events

Brand Ambassador- Freelance

April 2024

- Activations: Pocari Sweat
- Assist in event coordination, sales, and customer support.
- Push Instagram follows and giveaways.

Merchandise Director and Marketing Ambassador

Feb 2021 – Dec 2023

Valt Auto Club

Bay Area, CA

- Drive online audience for weekend events with attendance up to 3000+ attendees.
- Assist in event coordination, sales, and customer support.
- Manage all merchandise with 3rd party vendors for events.

- Upsell and manage sales for merchandise.
- On-site, day of show event coverage as necessary
- Travel and inspect multiple venues

EDUCATION

Saint Mary's College of California

Moraga, CA

B.S. Accounting and B.S. Business Administration: Marketing - Cum Laude

May 2020

- GPA: 3.60, Accounting Association, American Marketing Association, Chamber Singers, Glee Club

ADDITIONAL SKILLS

- Sales
- Client Relations
- Event Coordination
- 3rd Party Vendor Management
- Project Management
- Adobe Creative Suite
- Google Workplace
- Multitasking
- Scheduling
- Administrative Work
- Attention to Detail
- Communications
- Problem Solving
- Microsoft Work, PowerPoint, and Excel
- Organization
- Data Entry and Analysis
- Customer Service
- Business Operations
- Shipping Coordination
- Accounts Payable