

JULIE NGUYEN

682.551.6032

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Fort Worth, Texas

Education

The University of Texas at Austin

B.S. in Advertising

Advertising Management

Skills

Affinity Designer

Wix Website Builder

Project Management

Branding and Design

Website Design

Creative Writing

Social Media

Proofreading

Copyediting

Involvement

CREATIVEMORNINGS FORT WORTH

Board of Directors – Treasurer (Current)

Chapter Organizer/Volunteer (Current)

Newsletter Editor (Current)

Social Media Manager (Aug 2019 – May 2021)

TEXAS ALPHA KAPPA DELTA PHI CHAPTER ALUMNAE ASSOCIATION

Advisory Board Secretary/Historian

(Jul 2019 – Jul 2021)

TEXAS ALPHA KAPPA DELTA PHI

Active Member (Nov 2013 – Dec 2017)

Interests

Family and friends, graphic design, food, culture, music and movies, proofreading, interior design, organization and astrology

ABOUT

My passion to create has guided my professional and personal experiences. I value collaboration, connection and compassion. I'm a Mediator (INFP) personality type, I love spicy foods, and a clean & organized space makes my brain function better. Three words to describe me: empathetic, enthusiastic and creative.

EXPERIENCE

The Bogle Agency Fort Worth, Texas • Aug 2018 – Jan 2021

DIRECTOR OF DIGITAL MARKETING & CREATIVE

Managed teams to create and ensure consistent branding across marketing platforms per client. Directed creative campaigns that translated marketing objectives into compelling design. Worked on creative projects from concept to completion by developing essence, layout, look, and copy. Designed digital ads, print ads, social media graphics, newsletters, collateral, websites, presentations and proposals.

DIRECTOR OF DIGITAL MARKETING

Oversaw departments to administer the creation and publishing of relevant, high-quality content. Worked with a team to plan, develop and execute advertising campaigns using digital marketing platforms and advertising tools. Measured, analyzed and reported monthly ROI and KPI to understand and pivot evolving client needs. Developed account materials to service said needs such as content calendars, project briefs, creative briefs, memos and more.

DIRECTOR OF ACCOUNT SERVICE

Maintained daily and monthly agency activities to ensure workflow and timely deliverables. Active liaison for 40+ projects/clients in product and service, agriculture, event marketing, real estate and nonprofit industries. Collaborated with social media manager to copyedit, proofread, deliver and execute quality content. Trained and guided interns to service active clients while providing a quality internship experience.

Steel Advertising Austin, Texas • Jun 2016 – Aug 2016

ACCOUNT SERVICE INTERN

Assisted in daily client service and project management for clients in education, healthcare, government and food industries. Reviewed internal and client-facing materials to maintain agency standards of accuracy and professionalism. Acquired in-depth understanding of organizational planning, effective communication and collaborating within agency departments.

***ELIGIBLE TO WORK IN THE U.S. WITH NO RESTRICTIONS**