



CANDICE NGUYEN

Communications. Marketing. Project Management.

CONTACT

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EDUCATION

Drexel University
Bachelor of Arts in Communications
Marketing Minor, Linguistics Minor
Cumulative GPA: 3.84

Master of Science in Strategic and
Digital Communication
Anticipated Graduation: Sept. 2022
Cumulative GPA: 3.96

CERTIFICATIONS

- Drexel University Creative Writing & Publishing Certification
- Rutgers University Project Management Certification
- Hootsuite Social Marketing
- HubSpot Email Marketing
- HubSpot Content Marketing
- HubSpot Growth-Driven Design
- HubSpot Inbound Marketing
- PA Cosmetology License

SKILLS

Computer: Microsoft Office, Canva, GSuite, Hootsuite, WordPress, Shopify, Wix, GoDaddy Studio, Final Cut Pro, HubSpot

Languages: Conversational
Vietnamese and Conversational
Spanish

Social Media: Facebook, Instagram, TikTok, Twitter, Pinterest, Snapchat

Professional: Project Management, Social Media Analytics, Communication Skills, Collaborative Nature, Time Management, Customer Service

PROFILE

I am an ambitious, imaginative, and versatile individual who works efficiently and collaboratively in the creative social marketing and project management field. I create results-oriented, innovative social content and outside-the-box guerilla marketing stunts for leading brands like Red Bull, QVC, and more. I am an experienced team leader with strong research and analytical skills who translates social media analytics into action. Positive and forward thinking, I am constantly looking for new experiences to grow and improve.

CONTENT CREATION/SOCIAL MEDIA EXPERIENCE

YouTube & TikTok Strategy Specialist

QVC | August 2021 - December 2021

- Supported the execution of paid advertising campaign strategy including development of creative, copy, links, and internal and external routing process to drive direct response KPIs
- Helped create and manage monthly YouTube and TikTok content calendars for QVC account while proactively monitoring TikTok trends, hashtags, and creator tools
- Garnered over 20k+ TikTok followers from social assets, live events, ad campaigns, and development of research analytics in October

TikTok Creator & Content Strategist

Ujjo | June 2021 - September 2021

- Monitored content ecosystems on TikTok and competitor platforms to improve the quality and effectiveness of content
- Researched new market trends as well as user insights to leverage them into impactful marketing activities
- Developed, evolved, and executed Ujjo's TikTok and platform strategy in collaboration with Ujjo's leadership team

Content Creator/Social Media Strategy

Bumble | May 2020 - December 2020

- Launched Bumble's TikTok platform, growing 60k+ followers, while hosting masterclasses on TikTok strategy and algorithm to headquarters
- Identified social media trends to develop content plans for long term communication strategies for the social team delegation

Campus Representative

Victoria's Secret PINK | August 2020 - June 2021

- Optimized @drexelpink social media platforms including Instagram, Twitter, and TikTok with a total following of 16k+ on all platforms
- Acted as the liaison between PINK and collegiate students to provide feedback to PINK on what their target audience is currently consuming in the fashion and beauty world
- Managed PINK campus team to execute promotional events, collaborative opportunities, and product reviews



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INTERESTS

Content Creation

Creative Writing

Traveling

Painting & Calligraphy

Video Games



BRAND AMBASSADORSHIPS

Influencer, Madewell

Campus Rep, Rent the Runway

Brand Ambassador, Express

Campus Rep, FabFitFun

Campus Ambassador, Course Hero

Brand Ambassador, goPuff

BRAND COLLABORATIONS

Too Faced Cosmetics

The Pill Club

Command Brand

Maybelline

La Roche Posay

Hallmark

ZICO

Social Ladder

Culina

Nayad

Free Guy Movie

HBO Max

REFERENCES

Sarah Cooperson

Red Bull North America, Brand

Marketing Specialist

sarah.cooperson@redbull.com

Mikaela Ridall

Parade, Community Marketing Lead

mikaela@yourparade.com

Caitlin Mullins

QVC, Social Media Content Strategist

caitlin.bohr@qvc.com

PROJECT MANAGEMENT EXPERIENCE

Student Marketeer

Red Bull North America | January 2021 - Present

- Organized, hosted, and executed 2022 Red Bull Paper Wings global competition qualifier event in Philadelphia recruiting 9 out of 13 registrants, 2 qualifier winners in distance and airtime categories, and 1 TikTok registrant in the aerobatics category
- Led participation among national student projects such as Red Bull Basement with 8 applicants and Red Bull Campus Clutch with over 5 university-specific teams
- Support team efforts by leading Philadelphia Student Marketeers with on and off-premise sales account support, activations and missions, and active communication to teams in the Mid-Atlantic region

Program Projects Coordinator

VestedIn | March 2021 - June 2021

- Collected, tracked, and reported activities and data to the Senior Executive office, stakeholders, and funders
- Created and managed a budget for the WesGold Fellows summer program and prepare financial statements reflecting all expenditures
- Executed and assisted with the management of marketing and fundraising efforts such as a founder's reception and a city-wide scavenger hunt rallying 100+ participants and attendees

Marketing Communications Lead

EMCHI Nail Products, LLC | October 2018 - January 2021

- Developed projects for social media ad campaigns and event coordination for live product demonstration
- Traveled and attended national trade shows as an exhibitor to demonstrate products and sell to distributors and retailers
- Monitored domestic online presence of company brand and plan for executing of marketing strategies

City Director of Philadelphia

Bumble | January 2020 - August 2021

- Oversaw Temple, Drexel, and University of Pennsylvania to achieve set goals through marketing initiatives such as unifying the city of Philadelphia and organization partnerships
- Communicated monthly earnings from headquarters to team to optimize the program and local marketing strategies such as social distancing Bumble Benches
- Ideated, organized, and executed individual and team guerilla marketing stunts to garner downloads, brand awareness, and unique experiences such as Bee Pick-Up Lines, Bumble Dream Hive, and Pop-up food tabs and exercise classes

Head Collegiate Recruiter

Bumble | June 2020 - July 2021

- Utilized personal network with resources included in training manuals to recruit potential ambassadors increasing the program to over 500+ colleges and universities
- Discussed progress and potential prospects to bring Bumble's mission and values to life on their campus with weekly meetings via Zoom