

NATHAN TRAN

437-2199-554 | nathantran20092003@gmail.com | www.linkedin.com/in/nathan-tran-30a61b217

PROFESSIONAL SUMMARY

I'm a e-commerce co-founder with hands-on experience supporting marketing campaigns, content creation, and digital and social media initiatives across community, retail, and post-secondary settings. Skilled at coordinating timelines, creative assets, and cross-functional teams to deliver consistent, on-brand marketing materials. Strong writer and proofreader with a keen eye for detail, comfortable managing multiple priorities in fast-paced environments.

SKILLS

Campaign coordination & execution; Content creation & copywriting: flyers, social graphics, presentations; Proofreading & editing across digital, print, and social materials; Digital & social media marketing; Design & creative tools: Canva, Adobe Creative Suite; Event & promotions coordination; Brand consistency, cross-functional collaboration, organization, and multitasking; Microsoft Office Suite: Word, Excel, PowerPoint, Outlook; Communication skills: written and verbal.

WORK EXPERIENCE

E-commerce co-founder / Marketing Specialist | Black and White

Mar 2026 - Present

- Coordinated marketing campaigns across email, social media, website, and digital advertising channels.
- Managed campaign schedules, product launches, and promotional calendars to ensure on-time execution.
- Produced marketing materials including website graphics and promotional assets aligned with brand's visual identity.
- Updated website content and maintained accurate product information using Shopify.
- Tracked marketing performance and prepared reports using Shopify Analytics and Google Analytics.
- Managed project timelines, budgets, invoices, and vendor communications.

Marketing Representative | UW Mississauga

Aug 2025 - Jan 2026

- Acted as a brand representative in community outreach initiatives, serving as a primary point of contact to ensure accurate, consistent service information.
- Engaged with customers to present services and promotional information in person, adapting messaging for different audiences while upholding strong brand voice and customer service standards.
- Managed a high volume of daily interactions with accuracy and professionalism, supporting efficient day-to-day coordination of outreach activities.
- Maintained organized records and tracked interaction data to support reporting on outreach performance, contributing to follow-up activities and campaign improvement.

Student Marketing Coordinator | Sheridan College

Jan 2024 - Apr 2025

- Supported digital content initiatives promoting academic resources, assisting in the planning and distribution of marketing materials across college platforms.
- Developed marketing materials including flyers, social media graphics, and presentations
- Assisted in executing outreach campaigns and virtual engagement sessions, reaching 100+ students and supporting audience growth and participation goals.
- Collaborated with cross-functional team members to coordinate consistent, accurate messaging across communication channels, supporting overall brand and information integrity.

Club President | Sheridan College

Jan 2022 - Sep 2025

- Led planning and execution of club events, meetings, and activities, coordinating timelines, logistics, and team responsibilities from concept to completion.
- Promoted events and initiatives through social media and student engagement activities, supporting outreach and brand awareness goals.
- Oversaw administrative functions including meeting coordination, event logistics, and cross-team communication, contributing to consistent, professional execution of club operations.

EDUCATION

Sheridan College

Bachelor Of Business Administration: Marketing Management, GPA: 3.7