

RACHEL NGUYEN

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PROFESSIONAL SUMMARY

Thompson Rivers graduate with 2+ years of experience in multiple aspects of Digital Marketing (social media, ads, email, SEO, etc.), Sales Support, Communications, Event Planning, and proficiency in marketing technologies (Meta, HubSpot, HootSuite, etc.)

PROFESSIONAL WORK EXPERIENCE

Marketing & Events Coordinator

May 2025 - Present

Fratelli Foods

Halifax, NS

- o Support marketing promotions and in-store events for Fratelli Foods - an F&B retailer and distributor
- o Research to run **paid ads** using **Google Ads** by defining targeted segments (based on F&B industry research), monitoring ad performance (reach, CTR) and re-allocating budget-per-post accordingly
- o Plan and coordinate **promotion strategies** to drive in-store traffic, including a customer reward program, weekly incentives, tasting/discount events, etc.
- o Support the Owner in executing all **in-store events**, including event marketing, agenda planning, decoration, set-up, greeting guests, and post-event cleanup
- o Led promotion for a seasonal pop-up event by securing partnerships with local Italian businesses to distribute flyers and perform cross-promotions, contributing to 650+ page visits leading to pop-up date and a fully sold-out stock on the date
- o Took initiative to read all customer feedback on **Google Reviews** and in-store surveys to identify 5 areas of improvement for sales and customer service
- o Manage **Gmail / social media inbox** and escalate or reply to all inquiries, ensuring timely responses within 1 hour

Social Media Coordinator

Sep 2024 - May 2025

Thompson Rivers University

Halifax, NS

- o Supported social media management for Thompson Rivers University's Facebook, Instagram, and TikTok
- o Built and managed **monthly content calendars** using Meta Business Suite, and coordinated posting schedules, content creation tasks with 7 Marketing team members
- o Researched social trends to produce **weekly content strategies** (graphics, carousels, short-form videos), increasing follower count by 1.4K+ in the first two months with 3 "viral" posts
- o Supported in producing **written content** (e.g., blogs, discussion posts), **graphic designs**, and **short-form videos** using Canva, Photoshop, and Capcut
- o Built **monthly marketing reports** for the President, highlighting KPI compliance, post engagement metrics, campaign effectiveness, etc.

Digital Marketing & Sales Intern

December 2023 - August 2024

No Standards Clothing Ltd.

Halifax, NS

- o Supported all aspects of the marketing-to-sale-funnel for No Standards (a clothing business) including social media, email marketing, CRM, and reporting
- o Researched No Standards's past customers to build the "**email marketing lead magnet**", which generated 700+ new email list members from Facebook groups and TikTok within the first week of promoting the magnet
- o Produced **weekly newsletters** (i.e., lead magnet content) to promote new items / discounts, achieving a 69% open rate, 65% CTR, which converted into 200+ daily page visits for the brand
- o **Analyzed HubSpot data** to identify "most active subscribers of the month" and distributed targeted discounts accordingly to maintain **customer loyalty**
- o Maintained the Sales Tracker on Excel and prepared monthly revenue reports for the CEO

PROJECT & LEADERSHIP EXPERIENCE

Marketing & Events Lead

August 2023 - August 2024

TRU VSA Organization

Halifax, NS

- o **Managed social media accounts** (IG, FB, TikTok), inboxes, comments, and coordinated a team of 3 to **produce all social media content** using Canva, CapCut, and Adobe Suite (Photoshop, Illustrator)
- o Created 3-week-promotional-schedules for all events using Notion Planner, and led 14 volunteers to direct event planning and execution (i.e., audio-visual, decoration, logistics, catering, post-event cleanup, etc.)

EDUCATION

Thompson Rivers University

Graduated

Bachelor of Business Administration (Specialization in Marketing)

ADDITIONAL INFORMATION

- **Additional Languages:** Vietnamese (fluent), French (elementary)
- **Technology:** MS Office (Excel, PowerPoint, Word, Visio, Outlook), WordPress, Planner, Notion, Canva, Adobe Suite (Premier, Photoshop, Illustrator, Lightroom), Mailchimp, Monday, HubSpot, Shopify