

# Van T. Nguyen

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## WORK EXPERIENCE

### Arisan Tea & Coffee House

*Creative Marketing Manager*

**San José, CA**

*August 2023 - Present*

- Direct and produce creative assets, including graphic designs, photographs and videos for social media campaigns, digital/print collateral, websites, menus, product packaging, merchandise, in-store signage, etc.
- Strategized and planned high-level projects such as grand opening event and seasonal promotion campaigns,
- Oversee branding and marketing strategy, growing digital presence on websites and third-party apps such as Doordash, Yelp, Square to increase reach, sales, and customer satisfaction.
- Manage social media marketing and content creation, increase impressions and views to 65k+ per month, including influencer collaborations, contests, giveaways, and paid advertising, to boost brand awareness.

### SJSU King Library

*Multimedia & Marketing Communication Special Consultant*

**San José, CA**

*May 2023 – October 2024*

- Designed branded assets (motion graphics, digital signage, murals, and print materials) for 25+ events and exhibitions promoting cultural heritage and academic programs, including the CLA's PR Excellence Award-winning King Library's 20th Anniversary Celebration.
- Created contents, coordinated and increased social media engagement by 79.9% and audience growth by 66.8%.
- Produced Self-guided Tour for Welcome Weeks with branded signage and QR codes, improving accessibility and engagement with library resources.

### TH Experiential Creative Agency

*Motion & Graphic Design Intern*

**Remote, NY**

*January 2023 – June 2023*

- Produced branded assets, motion graphics, graphic design, and mockups for 8+ experiential pop-up events for major brands, including Sephora, Coca-Cola, Swarovski, DreamWorks, etc.
- Researched, visualized uses of emerging technology to enhance brand-aligned storytelling.
- Contributed in creative concept development, proposal slide decks, and UX mock-ups to share with stakeholders.

### Computers in Art, Design, Research, Education (CADRE) Student Organization

*President, Design & Marketing Director/ Mentor*

**San José, CA**

*September 2021 – December 2023*

- Directed and mentored teams in design, web, marketing, event and installation production, advancing digital literacy and creative confidence, revitalizing the organization post-pandemic, increasing membership by 400%.
- Managed funding requests, event proposals, resources, and equipment for emerging technology installations, exhibitions, and workshops, including showcases at SubZERO Art Festival and MakerFaire.

## EDUCATION

### San José State University

*BFA, Digital Media Art*

**San José, CA**

*2023*

## SKILLS & TOOLS

- **Design & Media:** Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro), Canva, Figma, Blender
- **Marketing & Content:** Social Media Campaigns, SEO, branding, photography, video editing, accessibility design
- **Web & Digital:** WordPress, Drupal, HTML/CSS/JS, Google Analytics, Hootsuite, Buffer, Square email marketing
- **Project Management:** Asana, event planning, budget management, vendor coordination, training & mentorship
- **Languages:** English, Vietnamese (native)

## AWARDS

- SJSU Associated Student Legacy Scholarship Award (2023)
- Digital Media Art Department Fung Quai Award (2023)
- SJSU AS Organization Award Nomination for Academic/Honorary Organization of the Year (CADRE, 2023)
- CLA's PR Excellence Award (Contributed to King Library's 20th Anniversary Celebration, 2023)