

Savannah Nguyen

EXPERIENCED MARKETING
PROFESSIONAL

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OBJECTIVE

Versatile marketing professional with 6+ years of experience. Strong track record in social media, email marketing, content creation, and analytics. Skilled in managing multiple clients, adapting quickly to diverse industries, and delivering high-quality work on deadline. Dedicated to producing measurable results and providing flexible, project-based support across digital marketing channels.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

University of Massachusetts Lowell | 2021 - 2024
Concentration: Marketing

BACHELOR OF SCIENCE - BUSINESS ADMINISTRATION

Concentrations: Marketing & Management
University of Massachusetts Lowell | 2014 - 2019

CERTIFICATIONS

FOUNDATIONS IN BUSINESS CERTIFICATION

University of Massachusetts Lowell || December 2020

HUBSPOT INBOUND MARKETING CERTIFICATION

HubSpot Academy|| May 2021

GOOGLE ADS DISPLAY CERTIFICATION

Google Digital Academy || May 2021

GOOGLE ADS SEARCH CERTIFICATION

Google Digital Academy || October 2023

SKILLS

CRM

Constant Contact, Hubspot, Salesforce, Slate, Paytronix, Olo Engage

MEDIA

Adobe InDesign, Adobe Photoshop, Canva, CapCut, iMovie, Windows Media

PROGRAMS

Asana, ChatGPT, Google Drive, Mailchimp, Microsoft Office, Trello, Slack, Wix, WordPress, Sparkfly, Notion

SOCIAL MEDIA PLATFORMS

Discord, Facebook, GigSalad, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Threads, TikTok, Twitch, X (Twitter), YouTube

SOCIAL MEDIA MANAGEMENT TOOLS

Brandwatch, Buffer, Hootsuite, HubSpot, Planable, Salesforce Social Studio, SocialModo, Sprout Social, Meta Business Suite

LANGUAGES

English || Fluent

Vietnamese || Working Proficiency

FULL-TIME EXPERIENCE

ENROLLMENT MARKETING COORDINATOR

University of Massachusetts Lowell

June 2023 - March 2025

- Development & execution of monthly schedule of social media content, with emphasis on creating short-form video content
- Writing and deployment of communication campaigns including email, SMS, portal, vendor sites, and other technologies
- Updating content on admissions and enrollment-related websites, landing pages, and applicant portal

SENIOR SOCIAL MEDIA CONTENT SPECIALIST

SocialMadeSimple

January 2021 - February 2022

- Providing guidance on social media content created by a team of specialists while maintaining strong client communication
- Participated in client strategy calls, relaying key insights and directives to lower-level team members to ensure alignment and execution.

SOCIAL MEDIA & CONTENT MARKETING SPECIALIST

SocialMadeSimple

January 2020 - January 2021

- Overseeing and executing strategic social media posts and engaging content
- Designing and building landing pages for pilot programs
- Developing blog content for clients across various industries and SocialMadeSimple
- Creating and managing email newsletters for clients

FREELANCE/CONTRACT PROJECTS

CONTENT CREATOR

Pao Media

May 2026 - Present

- Collaborate with the sales team to create on-site content for local restaurants, events, and attractions throughout Greater Boston.
- Capture photo and video assets and provide footage, creative materials, and project details to the editing team for final content production.

MARKETING COMMUNICATIONS SPECIALIST

Inside Higher Ed

December 2025 - May 2026

- Execute multichannel awareness and lead generation campaigns across digital platforms, driving engagement and brand visibility.
- Developed and managed B2B outreach initiatives with integrated content strategies to attract and convert prospects.
- Created and optimized subscription marketing content while implementing automated drip campaigns and performance tracking systems for long-term growth.

DIGITAL BRAND COORDINATOR

Restaurant Growth Services, LLC

April 2025 - October 2025

- Development and execute email marketing campaigns targeting the Loyalty Club Members to drive guest engagement, retention, and sales through all channels
- Development and implementation of social media strategies that increase brand visibility, engagement, and loyalty across various social platforms.
- Managing the brand website to ensure content is up-to-date, accurate, and aligned with brand messaging and promotions.

SOCIAL MEDIA MANAGER - HEALTHCARE

Matter Communications

February 2022 - April 2022

- Developing comprehensive social media content calendars, including copy, short-form video, and custom graphics for healthcare clients across surgical robotics, medical billing platforms, and healthcare leadership sectors.
- Leading client communication and relationship management, providing strategic guidance, campaign recommendations, and performance reporting backed by analytics.
- Support public relations initiatives by crafting thought-leadership content for healthcare founders and executives, and managing urgent brand communications during high-priority or crisis situations.