

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 PROJECTS

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.

INSTAGRAM SPECIALIST

Food/ocracy

July 2019 - November 2019

- Engaged with online audiences and educated followers about the Foodocracy brand,
- Analyzing social media performance data to optimize content strategy, enhance post scheduling, and improve overall engagement.

SALES & MARKETING COORDINATOR

Boise Cascade

June 2019 - October 2019

- Managing internal communications across fax and email to ensure timely information flow between departments.
- Designing print marketing materials including flyers, product catalogs, and conference booth displays.
- Conducting market research and provided strategic insights to marketing executives to inform planning and decision-making.