

Quang Nguyen

Tampa, FL | 813-593-0884 | work@quangnguyen.com | linkedin.com/in/nminhquang

PROFESSIONAL ASSETS

Tools: Omni Audience Explorer, Tableau, Microsoft Excel, Microsoft PowerPoint, Canva, Figma, Python, Qualtrics, Google Analytics, Google Keyword Planner, Slack, Meta Business Suite, Microsoft Suite, Webflow

Skills: Data Analytics, Social Media, Marketing Planning, Event Marketing, Email Marketing, Photography

EXPERIENCE

Zimmerman Advertising, LLC

Retail Account Services Intern

Fort Lauderdale, FL

June 2024 – August 2024

- Participated in researching, creating, and planning a hypothetical 360° marketing campaign for Planet Fitness in the Boston DMA, addressing their new price change and drawing a **ROAS of \$20.78**.
- Engaged in different departments, from **Strategy** and **Media Buying and Planning** to **Account Services** and **Data Analytics**, to learn how each team functions, shadow their day-to-day duties, and apply those to the campaign.
- Utilized **Omni Audience Explorer** and **Mintel** to research prospective target audiences, as well as **Microsoft Excel** to analyze and visualize the target % along with their indexes for the campaign.
- Created vivid, informative **PowerPoint** presentations for idea pitches and daily tasks.

LEADERSHIP / INVOLVEMENT

Vietnamese International Student Association at USF

Marketing Director

Tampa, FL

December 2023 – Present

- Execute integrated marketing campaigns across multiple channels, especially Instagram (**950+ followers**) - including event marketing, email marketing, and offline marketing tactics like tabling and flyering - to increase awareness and engagement with VISA.
- Promote a fundraiser recently to facilitate 1 event, yielding **\$1,335 in revenue**.
- Collaborate closely with 2 graphic designers from the Visual Subdepartment to create custom graphics, merchandise, and decoration plans specifically tailored to promote VISA's events and fundraisers through **25+ posts**, resulting in approximately **3,400 organic reach** and **4,700 visits** on our Instagram page (a **266.2% and 288% increase**, respectively) over an 8-week event campaign.
- Serve as the organization's photographer, holding photoshoots and capturing compelling photographs and videos during events and fundraisers.

American Marketing Association, USF Chapter

Creative Director, Consult-A-Bull Committee

Tampa, FL

December 2023 – May 2024

- Collaborated with team to produce **50+ graphics** as requested for **5 clients**, including Mojo Books and Records, Evoke Strategy LLC (Tampa Jewish Family Services, Jewish Family Services of WNC, Tampa Lighthouse for the Blind & Low Vision), and EPS Conferences LLC.
- Managed and assigned tasks to **10+ team members** and collaborated closely with the Committee Director and other team leaders to create engaging content.

EDUCATION

University of South Florida

Bachelor of Science in Business Advertising. GPA: **3.94**

Bachelor of Science in Artificial Intelligence and Business Analytics. GPA: **3.94**

Tampa, FL

Expected May 2026

CERTIFICATIONS

- Webflow 101, Webflow
- Figma Essential Training: The Basics, LinkedIn Learning

March 2024

November 2023