

Danny Nguyen

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SUMMARY:

Performance driven, innovative and qualified individual with over 5 years of experience in direct marketing, internet marketing, advertising and PR, and over 4 years of experience in business development, project management and managing client relationships. Have a high understanding of client and vendor relations and negotiations, excellent collaborative and interpersonal skills and a team player with well-developed writing and verbal abilities. An organized and effective project manager, skilled at seeing the big picture and finishing tasks on time and within budget. Have experience with setting up and managing social media sites such as Facebook and LinkedIn for companies and organizations. Familiar with internet applications such as HTML, CSS and Java. Understand different browser features and limitations and search engine optimization. Expertise in both the PC and Mac environment and proficient in the Adobe Creative Suites 4.

PROFESSIONAL EXPERIENCE:

National Council of Juvenile & Family Court Judges, Reno, Nevada, (2005-present)

Marketing/Program Coordinator

Plan, organize and market the organization's large and small scale conferences, committee meetings, seminars, special events and fundraisers. Develop marketing plans and campaigns to promote programs and events. Design and coordinate printing of internal and external collateral pieces, including brochures, program guides, flyers, postcards, ads, invitations, web banners, forms and e-blasts. Manage web marketing campaigns, web site updates, organization's social networking sites and further web development, including copywriting, design development and email marketing. Manage all marketing, sales and logistical aspects of exhibit shows. Prepare press material and press releases for media outreach. Serve as Chair on the organization's marketing and public relations inter-department committees and represent the council at community functions and events.

- Successfully implemented the organization's first-ever email marketing communications program, reducing the cost of marketing with less printing and postage and increasing program attendance, brand awareness and customer relationships.
- Planned, executed, marketed and managed over 30 national conferences, meetings and events ranging from 25 to 1200 attendees. This included negotiation of service contracts, developing marketing materials, building registration processes and databases, providing on-site management and managing meeting vendors to include venues, transportation, hotels, caterers, audio visual providers, security, exhibitors, and speakers.
- Coordinated the marketing, and assisted in the planning and organizing of 3 successful fundraising events, raising funds from \$10,000 to \$30,000.
- Developed and implemented first-ever organizational wide, marketing and logo policies and guidelines to create a consistent brand image across all departments.
- Streamlined online conference and training information and registration by developing and implementing an improved conference calendar web page.
- Brought design projects in-house, which in turn reduced overall design cost by 35%.

PKreative, Reno, Nevada, (2007-2009)

Marketing and Promotions Manager (Part-Time)

Provide leadership, creativity and support in the development of all advertising, marketing and promotion campaigns. Develop and implement marketing and promotion strategies within campaigns. Manage the design, layout, editing and printing of all print materials. Manage web development, including design, layout and

structure of websites and online social networking sites, updating the sites, marketing via email, and promoting online. Organize and manage promotions team including hiring of all team members, training, providing schedules and assigning duties. Organize all promotional events and schedule team members to staff events. Meet with clients to insure that all their needs are met on time and they are satisfied with services provided.

- Through subsequent traditional and non-traditional marketing and promotional tactics, successfully created brand awareness, brand recognition and brand loyalty to the Nikki Beach name and venue throughout the Reno and surrounding communities.
- Developed a long-term relationship with Nikki Beach and generated additional business for agency through commitment and consistent production.

CLP Resources, Inc., Reno, Nevada, (2004-2005)

Marketing Specialist

Conducted market research on the company's Customer Satisfaction (CSAT) Survey Program. Developed, implemented and tested new Pilot CSAT Program. Analyzed results and reported to management. Supported the Marketing Communication Manager and the Corporate Service Director on major marketing projects, including territory mapping, communications audit, development of branch recruiting programs and branch marketing toolkits.

- Project completion resulted in an automated email Customer Satisfaction Survey Program that increased response rates from 10% to 35%.

Nevada Small Business Development Center, Reno, Nevada, (2001-2004)

Marketing Intern (Part-Time)

While pursuing a 4 year degree worked as an intern managing numerous start-up accounts for clients. Conducted market research on numerous industries. Counseled small businesses needing help in start up situations. Reviewed financial statements and analyzed demographics and statistical information. Assisted in development of marketing plans, business plans and fliers.

COMPUTER SKILLS:

Microsoft office – Word, Excel, Access, Publisher and Power Point

Adobe Creative Suite – InDesign, Photoshop, Illustrator, Flash, Dreamweaver and Acrobat Professional

EDUCATION:

- Truckee Meadows Community College (**Associates Degree:** Web Production and Graphic Design) - Present
- University of Nevada, Reno (**Bachelor of Science Business Administration:** Major-Marketing) - 2004

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS:

- **Ad2 Reno**
 - **Vice President** (2008-2009)
 - **Treasurer** (2004-2008)
- **Reno Tahoe Young Professionals Network**
- **American Marketing Association**

HONORS AND AWARDS:

Ad 2 National Public Service Advertising Competition (Ad 2 Reno) - 1st place chapter 2007-2008

National Student Advertising Competition (NSAC) - 1st place team in the nation 2003

Advertising Association of Northern Nevada (Black Rock Team) - Advertising Person of the Year 2003