

VIERA NGUYEN

Communications, PR and Admin professional
Freelance writer and designer

CONTACT

vieranguyen@gmail.com
515-326-0671

<https://vieranguyen.wixsite.com/viera-nguyen/copy-of-professional-work>

EDUCATION

IOWA STATE UNIVERSITY

Bachelor of Science in Public
Relations
Minor in English
2013-2016

Multicultural Vision Program Scholar

SKILLS AND TECHNOLOGY

- Written and verbal communications
- Marketing and PR
- Time management / tight deadlines
- Social Media
- Graphic design
- Website copy
- Editing
- Client relations
- Illustrator
- Photoshop
- InDesign
- CisionPoint
- MailChimp
- Burrelles Luce
- Simply Measured
- Google Adwords
- Google Analytics
- Canva
- Microsoft Office
- Microsoft Excel
- WordPress
- Salesforce

PROFESSIONAL EXPERIENCE

COLORADO TOURISM OFFICE

Administrative/Communications Coordinator | February 2018 - July 2018

- Prepared monthly coverage and social media reports
- Assisted in planning quarterly media receptions
- Drafted monthly news releases and e-newsletters that were distributed to hundreds of industry partners
- Fulfilled photo and interview requests from the media
- Organized calendar appointments for the director of the CTO
- Created weekly agendas for weekly staff meetings
- Liaison for the Colorado Tourism Board

DENVER INTEGRATED SPINE CENTER / COLORADO PHYSICIAN REFERRAL NETWORK

Marketing Office Coordinator | April 2017 - February 2018

- Developed campaign strategies across all mediums and platforms to increase patient check-ins (email, social media, Google Adwords, and print); analyze data using Google AnalyticsMarket directly with medical professionals for referral options; brought in more than 15 patients in two months
- Analyzed search terms and create SEO content on home website
- Communicated and coordinate meetings with other medical offices
- Maintained Denver Integrated Spine Center's website via WordPress

AKILI DESIGN AND MARKETING

Account Assistant | May 2015 - Present (freelance)

- Generate copy content (2-5 per week) for numerous client accounts; write, edit, and publish blog posts, articles, emails, and press releases
- Maintain and update WordPress websites to provide clients' audience with the most up-to-date information
- Created editorial and social media calendars to organize content for each client
- Analyze keywords and create SEO content for clients' websites, including Crystal Clear Bottled Water and The Beattie Law Firm

BALTZ & COMPANY

Publicity Intern | May 2016 - August 2016

- Drafted press releases to promote products and events that were organized by our clients, and provided those clients with data and analytics to summarize their media exposure
- Contacted media contacts through the use of CisionPoint to promote clients' restaurants through media, including Beast + Bottle, Coperta, Pizzeria Locale, and The Way Back
- Copy-edited various projects before its final publication, including brochures for Aspen Food & Wine Classic

DES MOINES SOCIAL CLUB

Marketing Intern | December 2014 - April 2015

- Developed weekly E-newsletters and blog posts that were sent out to over 1,500 subscribers on MailChimp and WordPress to showcase DMSC events, including workshops, Iowa Public Radio broadcasts, concerts, and social media posts