Valine Nguyen

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(913) 484-1784

**EDUCATION**

**University of Kansas** Lawrence, KS

Bachelor of Science, Marketing May 2021

Professional Selling Certificate & Leadership Studies Certificate

3.5 GPA

**Johnson County Community College** Overland Park, KS Associate Degree, Liberal Arts July 2019

3.4 GPA

**EXPERIENCE**

**Good Company**  Lawrence, KS

Marketing Team LeadDecember 2019 – May 2021

* Supervised a team of five in order to foster connection and collaborate in marketing endeavors
* Managed multiple social media platforms (i.e. Instagram, Twitter, Facebook) for nonprofit organization and effectively raise social engagement by 18% in the first two months
* Provided content management and strategy, including social media calendar ensuring consistency with company brand
* Track and reported weekly social media data analytics utilizing Excel to help drive next steps
* Contributed to planning, marketing, and executing events at the University of Kansas
* Directed team weekly meetings to assess progression and strategize steps for growth
* Managed daily project timeline and development of digital marketing campaigns
* Facilitated creative growth among team members with open communication about personal goals
* Coordinate with the events team and other departments to schedule meetings and hash out details as needed for large initiatives

**KB & Co.** Lawrence, KS

Boutique Associate September 2020 – October 2020

* Managed and created content for KB & Co. social media daily to promote sales of new and existing products
* Consulted customers and gave fashion advice to best fit the customers’ needs
* Curated merchandise displays to correspond with current trends and best-selling merchandise

**Starbucks**  Olathe, KS

Barista August 2017 – October 2018

* Designed and managed creative campaigns with social media, contests, and signage resulting in higher sales
* Executed proficient, accurate, and friendly service in a fast-paced environment serving over 400 customers daily
* Worked closely with management to continually improve team performance, growth, and agility with training  
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**ACTIVITIES**

**Community Involvement**

* School and local church semiannual food and clothing drives May 2007 – May 2015
* Event organization and execution for church fundraising events August 2007 – May 2021
* Charity shop help as needed August 2013 – May 2014
* Food Kitchen server and assistance with donations August 2016 – August 2017

**AWARDS & HONORS**

**Starbucks Partner of the Quarter** October 2017

* Nominated by peers and management for reliability, positive energy, and work ethic

**University of Kansas Dean’s Honor Roll** May 2019 & May 2020

**Lean Six Sigma Marketing White Belt Certificate** April 2020