



QUYNH UONG

Multimedia Designer & Creative Strategist

PHONE

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EMAIL

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PORTFOLIO

quynhuong.com

skills

**ADOBE ILLUSTRATOR/
PHOTOSHOP/INDESIGN**

CANVA

FIGMA

WORDPRESS

**PAID MEDIA (GOOGLE,
META, TIKTOK)**

Digital Marketing, Paid Media + Creative Strategy, Web Design, Project Management, Presentation Design, Scenography, Video Storyboarding, Product Development, Typography, Copywriting, Wix, American Sign Language, Vietnamese

ADDITIONAL TOOLS

Adobe Premiere Pro, Elementor, Shopify, Wix, Squarespace, MS Office, Powerpoint, Google Suite, Canva, Keynote

interests

Romantic Comedies, Action Thrillers, Dark Comedy, K-Dramas, K-Pop, Art Museums, Painting, Cooking, Chihuahuas, and finding the best vanilla cream latte there is

work experience



**01/2022 -
PRESENT**

*cThru Media,
San Diego, CA*

CREATIVE LEAD

- Leads innovative digital strategy, conception, and execution of all design deliverables for on-time and within-budget delivery for 30+ campaigns, averaging 10-25% over-delivery of KPIs amongst 20+ clients
- Executes creative strategy for integrated omnichannel clients (paid and organic medial, email, web, video)
- Facilitates standardized communication for internal review, creative strategy sessions, and client presentations
- Analyzes campaign performance and provides strategy recommendations to ensure KPI success and transparent client education
- Creates trackable, converting marketing landing pages by integrating creative design with emerging technology such as GA4, CTV/OTT, Meta Ads, and TikTok for Businesses
- Researches, plans, and executes exceptional media buys for clients within higher education, non-profit, technology, and more



**02/2020 -
01/2022**

*iCatch
Marketing,
San Diego, CA*

DESIGN + PAID MEDIA LEAD

- Managed web, digital, and print projects for cohesive brand strategy and user-friendly experiences among 50+ clients
- Oversaw organic and paid media design deliverables for a team of 8
- Art-directed print and digital design, brand photography, and video shoots
- Managed 10+ Meta and Etsy campaigns for e-commerce clients
- Facilitated daily client communication and project management



**04/2019 -
08/2019**

*UC Berkeley
Office of
Undergraduate
Research &
Scholarships,
Berkeley, CA*

GRAPHIC DESIGNER

- Maintained an updated brand style for traditional and digital marketing collateral to increase awareness for 2 new academic initiatives, including program pamphlets, wall posters, mockups, and project proposals
- Collaborated directly with Executive Director on design assets to ensure on-time delivery and on-brand storytelling
- Sketched and illustrated graphics for Berkeley Discover program proposal



**02/2019 -
05/2019**

*Innovative
Design,
Berkeley, CA*

TEACHING ASSISTANT

- Facilitated undergraduate class of 25+ students in an introductory graphic design course at UC Berkeley for one semester (DESINV98: Introduction to Illustrator and Photoshop)
- Taught principles of graphic design such as Typography and Branding through in-class instruction and assignments



**05/2018 -
08/2018**

*IVC Media,
San Diego, CA*

DIGITAL MARKETING INTERN

- Designed interactive Meta campaign assets for the 2018 California Consumer Privacy Act
- Managed internal omnichannel strategy for Meta and Twitter, boosting online traffic and community engagement by 125% Researched keywords and current events for internal SEO copywriting strategy

education



UNIVERSITY OF CALIFORNIA, BERKELEY

*Media Studies, B.A summa cum laude
Berkeley Certificate of Design Innovation*