

CECILIA NGUYEN-DO

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EXPERIENCE

April 2024-Present	Marketing Communications Specialist, <i>Healgen Scientific LLC</i> <ul style="list-style-type: none">Partner with developers to redesign and launch websites, boosting visitor rates by 50%Develop and implement social media strategy, increasing followers by 24% and engagement by 77%Collaborate with product managers and international sales team to create graphics such as sell sheets, booth designs, catalogs, flyers, and banners for various brands
August 2021-April 2024	Marketing Coordinator, <i>Advanced Health Education Center</i> <ul style="list-style-type: none">Spearhead content strategy for social media platforms, yielding 15-75% growth in followers and engagementExecute successful paid marketing campaigns, achieving a 10% click-through rateDesign and schedule email campaigns, resulting in a 650% increase in open rate across segmented audiences emailsAuthored blog articles on healthcare trends, boosting blog viewership by 66%
August 2020-August 2021	Marketing Intern, <i>Virtuas</i> <ul style="list-style-type: none">Managed social media posts using Buffer, driving a 50% increase in follower count across various platformsCollaborated with the sales team to develop impactful marketing materials, including graphics, presentations, and webinar contentEnhanced customer relations through newsletters and bimonthly workshops
August 2018- May 2020	Research Assistant, <i>Social Influences and Health Behaviors Lab</i> <ul style="list-style-type: none">Facilitated orientations and sessions for multiple grant-funded studiesAnalyzed qualitative data, coded findings, and created posters for conferencesOversaw participant recruitment, data collection, and research studies on belongingness

EDUCATION

Master’s of Science in Marketing | *University of Houston* | May 2022
Bachelor’s of Science in Psychology | *University of Houston* | May 2019

KEY SKILLS AND SOFTWARE

Digital marketing strategy development	WordPress
Social media management	Microsoft applications
Email marketing	Adobe Illustrator
Paid marketing	Canva
Graphic design	Tableau
Basic HTML	Davinci Resolve