

DUYEN P. TRAN

Design, Branding, Marketing, Photography & Art

602-535-9575

Phoenix, Arizona

www.duyenptran.com

duyenptran@gmail.com

Digital Media & Graphic Design Artist

Graphic Design Artist with a versatile background in digital media, journalism, photography, video, traditional and mixed media art, marketing and advertising.

Creative Experience include:

1. Copywriting, Marketing and Branding
2. PPC Search Advertising and Display Advertising
3. Website, Email and Branding
4. Photography and Photo Editing
5. Design (Digital, Video, Events, Email, Website, Social Media, Promotional)
6. Videos (Production and Editing)
7. Social Media Content Creation and Management
8. Classical Oil Painting
9. Drawing (Graphite and Charcoal)
10. Mixed Media (Acrylic, Inks, Spray Paint, Collage and Oil)

I am highly trained in the areas of Digital Marketing & Advertising, User Experience Optimization and Search Engine Marketing and Optimization. I've spent 4000+ hours immersing myself in my role as a Google AdWords Account Strategist, in order to become an efficient and relevant User-Centric Digital Marketer and Strategy Consultant. Reviewing over 100+ accounts, in addition to website and campaign strategies daily for over 2 years gives me the experience necessary to identify overlooked areas and opportunities that can improve profitability of marketing efforts. Not to mention, with 7+ years of multimedia production experience under my belt, I can access graphic design, photography, videography, film, audio and journalism knowledge when developing marketing strategies to reach users through search, content, social, email and paid advertising.

I personally strive for quality over quantity, efficiency over speed and impact over numbers, ensuring that the clients and teams I partner with focus on long-term success rather than short-term wins. **-Duyen**

SKILLS SUMMARY

DESIGN, UI/UX, ART & DIGITAL MEDIA

- Understanding of User Personas & User Intent, Emotional Targeting & Buyer Psychology, Sales Cycles, & Cross-Device Conversions
- Uncover Actionable Insights such as UI/UX Improvement & Pinpointing Customer Segmentation
- Graphic Design, Design Principals, Typography, Information Hierarchy
- Adobe: Photoshop, Premiere, Illustrator, Acrobat (PDF)
- Microsoft Office: Word, Excel, & PowerPoint
- Branding & Identity, Messaging Development, Copywriting, Copy Editing, Proofreading, Storytelling, Broadcast Media & Journalism, Effective Attention-Grabbing Headlines
- Blogging & Publishing, Content Curation, Content Production, Content Management, Content Distribution, Content Promotion, Content Scheduling
- Film, Video Production, Video Editing, Video Marketing, Video Promotion, Final Cut Pro, Motion, Soundtrack Pro, ScreenFlow, Dailymotion, Vimeo, YouTube
- Basic HTML, User Testing, Usability, Quality Assurance
- Creative Direction, Audio Production, Podcasts, Soundcloud, Voice Overs, Photography, Photo Editing, Photo Sharing

SEARCH ENGINE MARKETING OPTIMIZATION

- Analyze Raw Business Data, Determine Opportunities for Growth & Optimization

- Data Analysis, Conversion Tracking, Reporting, Google Analytics, Vertical Trend Analysis; Keyword Analysis, Bid Management, Budget Proposals & Projections
- Website Analysis, Conversion Rate Optimization, Landing Page Optimization, A/B Testing, User Experience Design
- KPI Reporting, Web Traffic Analysis & Monitoring of Online Consumer Behavior
- Google AdWords Certified: Search Network & Display Network, Advertising Campaign Management, Campaign Development & Design, Remarketing, Campaign Building & Campaign Optimizations

MARKETING (SOCIAL | EMAIL | CONTENT)

- Surveys, Able to Conduct In-depth Research On Any Topic and Can Effectively Gather & Synthesize Data
- Local Marketing; Strong Understanding of Mobile Intent & Mobile Optimization for Conversions
- Email Marketing
- Content Management System, Blogging, Website Admin & Management, WordPress, Squarespace, Medium, LinkedIn Pulse, Quora, Digg, Forums, Social Media Outreach, Social Selling
- Influencer Marketing, Lead Gen, Socedo, Crowdfire, BuzzSumo, Social Trends, Sniply
- Social Media (Networking & Marketing): Social Ads, Social Content, Social Ads, Memes, Hashtags, Reddit, Buffer, Facebook, Instagram, Snapchat, Twitter, Pinterest, Tumblr, LinkedIn, Delicious,

TECHNICAL QUALIFICATIONS

- Advanced Knowledge of Google Apps: Drive, Docs, Sheets, Slides, Forms, Hangouts, Extensions
- Video Conference, Webinar & Chat Applications: Hangouts, Slack, Skype, Webinar Jam, GoToMeeting,

ORGANIZATION & TIME MANAGEMENT

- Project Management, Comfortable Working With Remote & Cross-Functional Teams, Trello
- Exceptional Organization Skills, Attention to Detail

LEADERSHIP & DIVERSITY

- Experience working in diverse teams; multicultural and different socio-economical backgrounds; mixed ethnic groups and race, religious beliefs, national origin, age, handicap, and those who are gender and sexual minorities
- Program Facilitation & Training

SALES & BUSINESS DEVELOPMENT

- CRM, Customer Service Apps, Client/Partner Relations, Intercom, Salesforce, MailChimp, Aweber, HubSpot, InfusionSoft
- Fine-tuned Ability to Interpret Business Goals & Needs
- New Business Acquisition Strategy, Lead Generation, Prospecting & Nurturing, Consultative Selling, Sales Presentations

CUSTOMER SERVICE

- Highly Personable & Professional Presence; Skilled At Rapidly Building Rapport & Maintaining Long-term Relationships
- Creative Problem Solver

PROFESSIONAL EXPERIENCE

Freelance

Phoenix, AZ

Art, Photography, Media, Marketing and Design

08/2008 – Present

Art, Photography, Media and Marketing Consultant

- Prepared, designed, edited and optimized digital media for web and print uses
- Shot and edited high resolution photos using professional-grade photography equipment
- Developed custom tailored multimedia content for blog and social media optimized by channel
- Produced, directed & edited HD video; exported, converted & distributed video on sharing platforms
- Developed, structured & directed concepts, scripts, shots & scenes for film and promotional uses
- Offered technology solutions and advice; provided production supervision & assistance

Google AdWords assigned by TTEC

Tempe, AZ

Search Engine Marketing, Sales & Business Consulting

03/2016 – 05/2018

Sr. Google Ads Account Strategist & Data Analyst

What I Provided:

- Advised 60 small to medium-sized agencies quarterly in order to increase ROI on existing client accounts and help bring on new clients through: thorough account audits, ongoing account optimizations, strategic planning high-value proposals, training and presentations designed to drive new business acquisitions
- As part of the Google Marketing Solutions team of strategists and analysts. I collaborated closely with other advisers and support specialists to spot and analyze customer needs and trends. This was essential in creating and implementing marketing plans for all types of clients to build their online presence, clarify marketing efforts and grow their businesses.
- Consulted and helped over 100+ different companies, brands and initiatives globally, including: (GORE-TEX, Uncharted Supply Co. (as seen on ABC Shark Tank), Casio, Casio America, doTERRA, Better Business Bureau of Central Ohio, Mathnasium Franchises, Gardein, Udi's, The Association of Boarding Schools, Almond Board of California, National Academy of Sports Medicine, Molly Maid Franchises, Lemon Law Group, Women's Foundation of Minnesota and in verticals such as (Car Dealerships, Dental, Hair Transplants, Law Services, Retirement Communities, Body Sculpting and Local Businesses), either from conception or to optimize and reverse under performing client accounts, (this was done on a daily basis for over 2 years).
- Helped clients set proper visions and strategy to reach the right people, at the right time.
- Responsible for growing and scaling businesses by educating and consulting with agencies and clients directly.
- Reported latest beta, new feature updates and account strategy ideas based on Google's best practices

- Engaged with advertisers proactively, via phone, video conference and email to provide strategic advice and help Agencies optimize their clients' advertising strategies by working closely with them in a consultative role.
- Led sales and product training to generate quality traffic and quality leads to increase ROI
- Coached best practices, set tailored performance goals based on agency and client needs
- Developed and prepared high value proposals by conducting keyword, product and market research from scratch to help agency contacts pitch and win new AdWords clients

What I Optimized:

- Evaluated client campaigns and landing pages and advised marketing, sales, and web development teams on how to optimize them to achieve business goals; whether it be to increase traffic, quality leads or sales
- Quality Scores, Ad Rank, Conversion Rates, Cost per Acquisition, Cost per Conversion, Return on Ad Spend, Lead Quality, Engagement Rates and overall Ad Spend by performing in-depth account audits and landing page audits, along with delivering easily understood , custom-tailored reports and summaries outlining areas of missed opportunities
- Conversion tracking, attribution models, audience target segments, creative direction, marketing strategies, campaign/account structures, messaging, ad copy, bids, budgets, location targeting, bid adjustments, rotation settings, and bidding strategies based on unique client goals and specific industry trends to increase ROI

Where I Excelled:

- Managed largest book in the AdWords Ma3 (Managed Agency 3) Program Globally, generating over \$16M in annual revenue, resulting in 49% YoY Growth
- Delivered against assigned business goals, while prioritizing and delivering outstanding customer sales experience to Google's advertisers while Meeting Google's Quarterly Role-Specific KPIs, Revenue Goals and Sales Targets while Exceeding Quarterly Targets with high conversion rate:
 - ✓ Q2, 103% to goal, ranked #11 in the SMB MA3 program
 - ✓ Q3, 114% to goal, ranked #9 in the SMB MA3 program
 - ✓ Q4, 182% to goal, first to meet goal with with still 1 month left in the quarter, ranked #1 in the SMB MA3 program, #1 in America, and #1 Globally, out of 197 other account strategists
 - ✓ Q1, 123% to goal, while managing largest book in our SMB program (\$4M Book of Business), out of 227 total Book of Businesses
- Managed campaigns and budgets ranging from \$30/day to \$3,000/day
- Establishing trust in a very short amount of time with advertising agency contacts; from CEOs, Marketing Directors to Senior Developers, New Account Managers and Interns

- Developed resources, spread sheets, and documents to streamline daily tasks so that other reps on the floor could focus on driving client and company results in addition to meeting their individual performance metrics.
- Helping agencies develop short term and long term goals by creating realistic road maps so that they can better achieve their visions
- Producing & delivering data-driven presentations and reports that highlighted and informed stakeholders of priority issues while providing further education on how to get the best out of AdWords
- Facilitating productive conversations with top marketing and sales executives and their CEOs to accelerate new business acquisitions meanwhile growing total revenue via existing clients
- Developing, planning and building Google Search, Google Display Network, YouTube, Dynamic Search, remarketing and mobile-specific campaigns from scratch which included conducting keyword research, determining profitable budgets, bids, location, device and advanced targeting settings; evaluating vertical trends and completing competitive analysis; writing relevant ads and ad extensions, configuring ad rotation and ad schedules, pointing campaigns to relevant landing pages in a very timely manner.

AGENCY RECOMMENDATIONS

Frank Salvatore, Founder of FlexLeads says Working with Duyen was fantastic. Duyen provided great insights and was extremely responsive. She was extremely knowledgeable and understood what I was trying to achieve. Good listener and strived to understand.

She routinely pointed out some things that I was aware of – and many that I wasn't. For example, I've been aware of page speed as being important, and she really drove this point home as it can have an effect on landing page relevance, QS, and click cost. As a result, this finally spurred me into action and I did an overhaul of my 50+ lead generation sites. This resulted in a reduction of load time from around 3 seconds to just under a second for most of my leadgen sites. As a result I'm seeing an above average landing page score for many of my keywords and higher conversions on mobile. There are so many things that I need to get around to, but Duyen can certainly help prioritize that task list.

Duyen is the best and most involved strategist I've worked with so far.

Mary Wang, VP of Client Success & Training at Noah Digital Inc. Says Duyen is very professional and knowledgeable. She helped us further fine-tune and optimize the performance of the AdWords account we work on. She is good at following up.

Andy Kennedy, SEM & SEO Expert at ClickMonster says Duyen is excellent, A+. Every time I get off the phone with Duyen, I have an exciting new strategy or tactic to try on my campaigns. I have learned a lot of valuable information from her advice.

The advice I have received from Duyen over time has made an enormous impact on the success of my clients' campaigns. She was able to help me better understand once foreign topics like Audience Remarketing using Target and Bid vs Bid Only, Target CPA bidding, which was once intimidating and uncertain but is now a driving force behind optimizing accounts, and general best practices such as keyword strategy or structure/hierarchy.

PROFESSIONAL EXPERIENCE CONTINUED

UnDelay Inc.

Phoenix, AZ

Internet Marketing & Software Technology

06/2015 – 01/2016

Digital Marketing Specialist (Social, Content, SEO, Design, & Lead Gen)

What I Provided:

- Copy editing - Proofread and edited internal communications, ghostwrote articles, white papers & blogs
- Audience Targeting - Built customer segments using CRM Intercom
- Lead Gen/Prospecting - Used Socedo, an automated lead generation tool to target social leads; helped optimize messaging and keyword targeting strategy to increase website conversions (blog subscriptions and beta sign ups) to grow the company's user following and grow company's pipeline
- Email Marketing - Created, designed and tested original email templates including marketing and sales copy in Aweber and MailChimp for email campaigns; maintained and organized bulk subscriber lists in Excel and Google Sheets; personalized auto-responders and created custom audience segments
- Quality Assurance and Conversion Rate Optimization - Tested the company's website, blog, landing page platform and published campaigns as an actual user; addressed certain usability issues and provided critical feedback and documented and reported bugs to the development team to fix
- New Business Development - Learned Webinar Jam Studio, brainstormed topics, and prepared training docs for Webinar hosts and speakers to use in our Acquisition Strategy
- SEO and Blog/Website Admin - Configured and maintained company blog using WordPress and GitHub; researched and tested WordPress plugins to optimize user experience and increase conversion opportunities

What I Optimized:

- Company and employee online presence on LinkedIn, Google+, Facebook, Tumblr, About Me, Quora, Twitter
- Spending - Identified company bottlenecks and eliminated unnecessary spending via strategic sourcing
- Organization; Developed new company file-management and data-storage system using Google Drive
- Company Branding - Collaborated with lead graphic designer to create brand color guide for company use
- Automation- Recommended and Implemented New automated login processes via password encryption app;
- Software Project Management - initiated, developed and implemented a new QA bug-reporting protocol in Trello that was well received by all developers and approved by CEO. Created a new process to

manage multiple ongoing projects that could easily be tracked, documented and measured, all in one place.

- Social Media Marketing - monitored social trends, user needs and activity; used Crowdfire to weed out irrelevant audience targets, pinned popular posts to the top of social media profiles to leverage the power of good, well-received content. Leveraged Sniply on popular content, driving social traffic to website
- Used Buffer to schedule content at optimum times to maximize reach and to control posting frequency

Where I Excelled:

- Implemented and advised company about SEO/SEM best practices for our content and video marketing strategy; created content around user-intent, and optimized sites for multi-device performance
- Wrote new marketing copy for marketing campaigns, improved messaging, and decided on proper creative assets to drive traffic to main sales funnel on homepage and specific campaign landing pages
- Developed content ideas, compiled extensive research, prepared and managed online content for multiple publishing platforms such as WordPress, LinkedIn Pulse, Quora, and Medium
- Content Curation - used BuzzSumo, Delicious and Scoop.it to collect and organize relevant, actionable, and quality content for batch scheduling; optimized all social posts with proper hashtags, creatives, mentions and tagged all shared links with proper UTM tracking parameters for Google Analytics and reporting purposes
- Used Adobe Photoshop and Illustrator, created website flows and designed and optimized graphics for marketing, social media platforms and AdRoll campaigns such as banners, video titles and pop-ups
- Created and Implemented a written content marketing and promotion strategy to increase brand awareness and thought leadership to generate targeted leads which entailed developing strategy proposals, editorial calendars, content schedules, and identifying key industry experts and influencers to help the company scale

Sequence Media Group

Scottsdale, AZ

Video & Content Marketing Firm

01/2015 – 04/2015

Marketing Specialist - Contractor (Social, SEO, Email/Video Marketing, & Lead Gen)

What I Provided:

- Help form strategic marketing and content plans in weekly pipeline production meetings with CEO & staff
- Captured, prepared and edited professional studio photography stills to build visual library database
- Managed all of company's online presence: WordPress, Squarespace, Google+, Facebook, LinkedIn, YouTube, Vimeo, Instagram and Twitter with the goal of improving usability and growing our online network

- Account Management and Optimization - Managed client accounts on Facebook, YouTube, Twitter and LinkedIn, wrote tailored posts, posted relevant content, updated copy to properly reflect company/brand goals
- Data Analysis - Completed weekly performance metrics report highlighting important key takeaways
- Identified growth opportunities for company leadership training and development
- Advanced technical support and consulting, plus desktop & mobile troubleshooting
- Implemented editorial schedule and managed list building and databases

What I Optimized:

- YouTube Videos with targeted keywords, created relevant playlists to improve viewer experience and increase general engagement, optimized video headlines, descriptions and tags for user reach and organic search rank
- Company website - Implemented crucial elements such as a contact form and referral section, driving website engagement and macro conversions
- Improved company messaging and branding across all platforms
- Social media posts - Optimized for direct responses and search engine ranking

Where I Excelled:

- Produced clear and concise correspondence for business executives, clients and partners
- Formulated and designed email marketing strategy and campaign from conception to completion; created email marketing campaign calendar and protocol to track and measure results
- Wrote and published weekly newsletters and features for mass email campaigns using Mail Chimp and custom-designed templates including graphic creation using Adobe Photoshop

Arizona PBS, KAET, Channel 8

Phoenix, AZ

Broadcast Programming, Media Production, Marketing

01/2010 – 09/2011

Public Affairs Broadcast Program and Production Coordinator

- Trained and Supervised a total of seven different interns by providing individual instruction, introducing various work flows & offering direction and guidance as necessary. As a result of my training and optimized work flows, new hires were able to act independently and confidently at a much faster rate than normal.
- Prepared & coordinated materials with the utmost attention for details so that television producers, anchors & production teams could successfully film and broadcast Horizon & Horizonte programs each night.

- Additional Production duties included: Greeting and escorting guests to their dressing room. Stand in as a Camera Operator when Needed. Providing time cues to Host and Director. Drafted and distributed font & show rundowns. Revised scripts for teleprompter and web.
- Transcribed transcripts for online video library
- Supplemented research for producers based on topics or upcoming show segments

City of Tempe

Phoenix, AZ

Broadcast, Digital Media and Video Production

06/2010 – 12/2010

Tempe 11 Media & Video Production Intern

- Worked closely with (Channel) Tempe 11 producers serving the multimedia needs of the City of Tempe
- Designed CD/DVD labels, converted VHS's to DVDs,
- Operated and Monitored Audio and Graphics and Video Switches for Live City Hall Board Meetings
- Shot b-roll footage for video content, edited videos using Final Cut Pro
- Created Graphics using Motion software
- Produced Short Station Promos by personally editing each video package for station & online distribution

Creative Consumer Research

Tempe, AZ

Customer Insights Services, User and Market Research

2007

Market Research Interviewer

- Conducted Market Research for clients through focus groups and interviews in person and over the phone

CERTIFICATIONS

Google AdWords Certifications

Google Certified in multiple areas

1. **Fundamentals**
2. **Search Advertising**
3. **Mobile Advertising**
4. **Video Advertising**
5. **Display Advertising**
6. **Analytics** (In progress)
7. **Shopping Advertising** (In progress)

AWARDS & RECOGNITION

Google AdWords Agency Program Q4 2017 Platinum Club Winner

Recognized For Superior Performance and Extraordinary Contributions Towards Company's Growth

Google AdWords Agency Program Q3 2016 Platinum Club Winner

Recognized For Superior Performance and Extraordinary Contributions Towards Company's Growth

Greg Crowder Memorial Photojournalism Award

Honorable Mention For Contest Entries. Judges included: Con Keyes, former photo editor of the Los Angeles Times, Mike Meister, photo editor of The Arizona Republic and Cronkite School Associate Dean Kristin Gilger

Arizona State University Provost

Awarded \$30,000 one of Arizona State University's Prestigious Merit-based Scholarships for Academic Excellence

EDUCATION

Milan Art Institute

Art Production and Art Business Mastery Program (2018 - 2019)

Coursework: Classical Drawing, Classical Oil Painting, Mixed Media, Business Management, Branding and Marketing

Bachelor of Arts (B.A.), Journalism and Mass Communication

Walter Cronkite School of Journalism – Phoenix, AZ

Coursework: Online Media, Broadcast Production, Photojournalism, Videography, Radio and Multimedia

Study Abroad at Universitat Pompeu Fabra

Hispanic and European Studies Program – Barcelona, Spain

Coursework: Spanish, History and International Journalism

McClintock High School

Graduated with Honors - Top 10% of Class – Tempe, AZ

Coursework included: Photography, Apparel Design