

DUYEN P. TRAN

MARKETING | CONTENT | STRATEGY

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Senior Digital Marketing & Advertising Expert with a Strong Background in Content, Design, & Media

With over 5 years of experience in digital marketing and advertising working for small to mid-size companies, I'm highly skilled in the areas of direct response marketing, email marketing, content strategy, pay-per-click social media, display and search advertising, video marketing and graphic design.

I combine strategy, intuition and creativity to deliver better customer experiences so that brands and companies can strategically connect with their target audiences online and offline.

Having reviewed over 100+ accounts, in addition to website and campaign strategies daily for over 2 years as a [dedicated Google Ads paid advertising consultant](#), gave me the experience necessary to identify overlooked areas and opportunities that can improve the profitability of marketing efforts. Not to mention I love incorporating my multimedia experience in, fine art, storytelling, graphic design, photography, videography, film, audio, and journalism knowledge to reach users across multiple platforms whether they're at home, online or on mobile devices.

Whether it's [impacting a brand from the start](#), or [handling an entire corporate brand](#)-- clients and companies [highly appreciate my unique blend of expertise](#), insights, and contributions.

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

My Core Business Skillsets:

- User-Focused Marketing Strategy (Digital, Design, Video, Events, Email, Website, Social Media, Promotional)
- Direct-Response Copywriting, Marketing and Branding
- Pay-Per-Click Search Advertising and Display Advertising
- Landing Page Optimization and Email Marketing
- Photography and Photo Editing
- Videos Production and Editing
- Social Media Marketing
- Graphic Design
- Fine Art: Paintings and Mixed Media

[Read client recommendations](http://www.duyenptran.com/resume/recommendations) (www.duyenptran.com/resume/recommendations)

[View Portfolio](http://www.duyenptran.com) (see more work samples at: www.duyenptran.com)

SKILLS SUMMARY

MARKETING (EMAIL & CONTENT)

- Email Marketing using Constant Contact, MailChimp, Aweber, A/B Subject Line Testing,
- Landing Pages, Unbounce, Funnels and Forms,
- Content Management System; Website Admin & Management, WordPress, SquareSpace, Kajabi
- Branding & Identity, Messaging Development, Copywriting, Copy Editing, Proofreading, Storytelling, Broadcast Media & Journalism, Effective Attention-Grabbing Headlines
- 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
- Blogging & Publishing, Content Creation, Content Planning, Content Curation, Content Production, Content Management, Content Distribution, Content Promotion: Medium, LinkedIn, Quora, Digg, Forums

SEARCH ENGINE MARKETING OPTIMIZATION

- Analyze Raw Business Data, Determine Opportunities for Growth & Optimization Data Analysis, Conversion Tracking, Reporting, Google Analytics, Vertical Trend Analysis, Google Trends, 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

DESIGN, UI/UX, ART, PHOTOGRAPHY & 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
- Adobe: Photoshop, Premiere, Illustrator, Acrobat (PDF)
- Microsoft Office: Word, Excel, & PowerPoint
- 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,

SOCIAL MEDIA MARKETING

- Social Media Outreach, Social Selling
- Influencer Marketing, Lead Gen, Socedo, Crowdfire, BuzzSumo, Social Trends, Sniply,
- Social Ads, Social Content, Memes, Hashtags, Reddit, Hootsuite, Later, Planoly, Buffer, Facebook, Instagram, Snapchat, Twitter, Pinterest, Tumblr, LinkedIn, Delicious, TikTok, YouTube

TECHNICAL QUALIFICATIONS

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

ORGANIZATION & TIME MANAGEMENT

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

LEADERSHIP & DIVERSITY

- Experience working in diverse teams; multicultural and different socio-economic 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, 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
- Tactfully handle Phone and Email correspondence with clients

PROFESSIONAL EXPERIENCE

We Empower Enterprises

Online Community and Social Enterprise

Phoenix, AZ

05/2020 – present

Digital Marketing Consultant

- Help create strategic brand strategy; develop buyer personas, identify brand voice and messaging
- Develop and oversee marketing and content strategies for LinkedIn, Facebook and Instagram
- Managed social media strategy; reviewed content for brand integrity and implemented best practices
- Wrote informative and compelling copy to promote offers, products and services to drive sales
- Strategize and research target keywords for Search Engine Optimization and Search Engine Marketing
- Develop and execute advertising campaigns for Google Ads, Facebook Ads and Instagram Ads
- Designed custom high quality and professional graphics for marketing and advertising purposes
- Measure and report performance of all digital marketing campaigns.
- Audited all company online presence and initiatives and created custom optimization strategy for company
- Worked with creative editor to develop membership offerings and pricing tailored to our target audience
- Brainstorm new and creative organic growth strategies
- Use analytical skills to evaluate user experience across multiple channels and customer touchpoints
- Stay up-to-date with the latest trends and best practices in online marketing and measurement
- Strategize with digital marketing team to optimize website, landing pages and funnels

Duyen Creative

Internet Marketing Agency

Phoenix, AZ

08/2018 – present

Digital Marketing & Brand Consultant

- Clients contracted my agency for specific marketing and creative services such as:
 - ✓ Marketing audits
 - ✓ Comprehensive custom marketing strategies
 - ✓ Business administration
 - ✓ Custom art illustrations for branding purposes
 - ✓ Developing direct response email campaigns
 - ✓ Designing clean, professional graphics for print and web
 - ✓ Creative direction
 - ✓ Product photography
 - ✓ Content creation
 - ✓ Website maintenance and optimizations
 - ✓ Social media planning and management
 - ✓ Public relations and
 - ✓ Branding consultations

Fitness 1440

Gilbert, AZ

Marketing & Content Strategist

04/2019 – 06/2019

Creative Brand Manager

- Created and designed graphics from scratch for website, social media and advertising purposes
- Oversaw all digital and print advertising agreements including creative creation process
- Setup and oversaw all their social media initiatives
- Optimized Website for better user experience, set up conversion tracking and decreased bounce rate by over 20%

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
- Managed campaigns and budgets ranging from \$30/day to \$3,000/day
- 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 (Super Bowl Campaign to fight sex trafficking)) 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).
- 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.

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 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

UnDelay Inc.

Phoenix, AZ

Internet Marketing & Software Technology

06/2015 – 01/2016

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

- Used Adobe Photoshop and Illustrator, created website flows and designed and optimized graphics for marketing, social media platforms and advertising campaigns such as banners, video titles and pop-ups
- Created content around user-intent and optimized sites for multi-device performance.
- Optimized messaging and keyword targeting strategy to increase blog subscriptions and beta sign ups users.
- Email Marketing: 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 in our CRM software.
- 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
- 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 and mentions
- Developed and implemented a written content marketing and promotion strategy to establish the company as thought leaders and target relevant leads, which entailed developing strategy proposals, editorial calendars, content schedules, and identified key industry experts and influencers to help scale the company

Sequence Media Group

Scottsdale, AZ

Video & Content Marketing Firm

01/2015 – 04/2015

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

- 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. Wrote tailored posts, posted relevant content, updated copy to properly reflect company/brand goals
- 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
- 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

Tempe, 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 surveys: in person and over the phone

CERTIFICATIONS

Google Ads Certifications

Google Certified in multiple areas

- Fundamentals
- Search Advertising
- Mobile Advertising
- Video Advertising
- Display Advertising

AWARDS

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 included: Online and Broadcast Media, Photojournalism, Videography, Radio, Psychology and Multimedia

Study Abroad Hispanic and European Studies Program

Universitat Pompeu Fabra – Barcelona, Spain

Coursework included: Global Media and International Journalism, Spanish and Barcelona in Film