

# JOANNE MAI NGUYEN

## SUMMARY

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Experienced creative producer based in Seoul engaging in immersive storytelling at the intersection of multiple media and cultures in Korean entertainment. Skilled in content creation, branding, design, and project management. Visa status: F-2-7

## EDUCATION

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### Stanford University

Class of 2019

B.A. in Communication (Digital Media Studies), GPA: 3.921

## PROFESSIONAL EXPERIENCE

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### Content Team Specialist | Three Ducks, Inc. (Seoul, South Korea)

March 2021 - Present

*Managed content marketing for entertainment tech startup creating platforms connecting fans with Korean celebrities*

- Planned and executed digital marketing initiatives that increased sale conversions, sales, and brand awareness
  - Produced and managed advertisements that generated 400,000+ views, 10,000+ app installs, and 23,000+ ad clicks
  - Set up and managed email marketing campaign resulting in 40% click rate and \$6,000+ in sales
  - Managed social media account for pre-existing platform, increased SNS followers by 54% in 1 year
  - Launched social media account for new platform and gained 3,000 SNS followers in less than 6 months
- Managed onboarding and promotion process for 180+ stars including benny blanco, KARD, Suran, and BLACKSWAN
  - Streamlined onboarding process by designing a form allowing celebrities and managers to provide required materials
  - Reviewed 6,000+ celebrity personalized video messages to curate sample videos featured on company website
  - Planned and launched 15+ celebrity promotional events resulting in \$30,000+ in sales
- Formalized and oversaw workflow processes of new business ventures in collaboration with external teams
  - Managed the NFT creation project featuring stars likes AB6IX that resulted in \$90,000+ in sales
  - Researched and formalized marketing direction of new AI-generated video message business featuring Pororo
  - Coordinated with teams based in various locations abroad to develop website for new crypto launchpad business
- Redesigned and added new features to company apps to improve usability and increase engagement
  - Redesigned app used by 180+ stars and their managers to review and fulfill personalized video message orders
  - Designed and guided product development for chat feature in audio message platform with 55,000+ users

### Marketing Manager | Ecube Labs (Seoul, South Korea)

Sept 2019 - March 2021

*Led marketing initiatives for green tech startup providing smart waste solutions to governments and local businesses*

- Increased inbound enhancement through data-driven online and offline marketing initiatives
  - Developed the branding and website for company's new business, generated average of 7,000+ monthly visitors
  - Wrote weekly articles featured on social media, increased SNS followers by 29% and monthly website visitors by 37%

### Freelance Creative Producer & Designer (Remote)

Dec 2015 - Present

*Pursued passion projects and provided branding and content creation services to clients from various industries*

- Managed scheduling, styling, and design of self-produced fashion lookbook website in collaboration with 8 photographers
- Created digital brand kit for podcast channel with 2,000+ Instagram followers and 17,000+ listeners
- Developed brand story and websites for clients in career coaching, modeling/acting, and industrial parts distribution

## INTERN EXPERIENCE

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### Marketing Associate Intern | Well Being Digital Limited (Hong Kong)

June 2018 - Aug 2018

Redesigned 2 company websites and produced 3 commercials (1 was featured at Hong Kong International Airport)

### Media and Marketing Intern | PopKorea (Seoul, South Korea)

July 2017 - Aug 2017

Produced YouTube travel series on K-drama filming locations and featured in K-pop dance, interview, and reaction videos

## ADDITIONAL SKILLS

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- **Language:** English (Native), Vietnamese (Bilingual), Korean (Limited working proficiency)
- **Software:** Adobe Creative Suite, Figma, Google Workspace, Google Ads, Google Analytics, Facebook Ads, Microsoft 365