

# THUYEN NGUYEN

## DIGITAL MARKETING MANAGER CREATIVE & BRAND LEADER

[THUYENSTUDIO.COM](http://THUYENSTUDIO.COM)

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### CORE COMPETENCIES

- Brand Strategy & Identity Development
- Creative Direction
- Integrated Marketing Campaigns
- Digital Marketing
- Website Design & UX/UI
- Social Media Marketing
- Content Strategy
- Email Marketing
- Marketing Automation
- Digital Advertising
- Customer Acquisition
- Lead Generation
- Presentation Design
- Motion Graphics & Video Production
- Stakeholder Management
- Team Leadership
- Cross-Functional Collaboration
- Project Management
- Vendor Management
- AI-Assisted Creative Workflows

### TOOLS & TECHNOLOGY

- Adobe Creative Suite
- Figma
- WordPress
- HubSpot
- Mailchimp
- Spark
- Google Analytics
- Meta Ads Manager
- Canva
- Microsoft Office
- Google Suite.

### PROFESSIONAL SUMMARY

Senior Brand Designer and Creative Marketing Leader with 14+ years of experience developing brands, leading integrated marketing campaigns, and creating customer-focused digital experiences across real estate, hospitality, retail, and technology sectors. Expertise in brand strategy, creative direction, digital marketing, website design, social media, content creation, and multi-channel campaign execution.

Proven ability to collaborate with executive leadership, marketing teams, developers, and external partners to deliver impactful brand experiences that increase engagement, strengthen brand awareness, and support business growth. Skilled in translating business objectives into compelling creative solutions across digital, print, web, video, and experiential marketing channels.

### PROFESSIONAL EXPERIENCE

#### **Vesta Properties, Langley, BC | Feb 2018 - Jan 2026**

##### **Lead Graphic/Web Designer**

- Led creative development and execution of marketing campaigns for multiple residential communities and master-planned developments in BC and AB
- Designed and managed project websites, landing pages, and digital marketing assets to support sales and lead generation efforts.
- Developed social media campaigns, email marketing materials, brochures, signage, presentation centre graphics, and advertising campaigns.
- Collaborated with marketing, sales, and external agencies to ensure consistent brand messaging across all customer touchpoints.
- Produced digital and print marketing materials that supported successful project launches and community awareness initiatives.
- Managed multiple projects simultaneously while meeting deadlines in a fast-paced development environment.
- Contributed to award-winning community marketing initiatives including Latimer Heights, The Towers, Brookwood Mills, South Point and Elevate Collection.

#### **Nha Toi Boutique Cafe, South Surrey, BC | Nov 2023 - present**

##### **Marketing Manager/Creative Lead**

- Lead all branding, marketing, digital, and customer engagement initiatives for an independent hospitality business.
- Developed and implemented a cohesive brand identity across digital, print, environmental, and customer-facing touchpoints.
- Designed and launched a custom WordPress website featuring online ordering and improved customer accessibility.
- Created integrated marketing campaigns across social media, email marketing, paid advertising, and in-store promotions.
- Produced marketing collateral including menus, signage, packaging, loyalty programs, promotional materials, and seasonal campaigns.

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- Directed content strategy, photography, video production, and social media creative to strengthen brand awareness and customer engagement.
- Managed external vendors and coordinated creative production from concept through execution.

### Freelance Creative & Marketing Consultant

- Partner with startups, hospitality brands, real estate organizations, and small businesses to develop strategic branding and marketing solutions.
- Deliver brand identity systems, website design, digital advertising campaigns, content strategy, presentation design, packaging, and marketing collateral.
- Guide clients through brand positioning, customer experience, and visual communication strategies to support business growth.

### EDUCATION

- Google Digital Marketing & E-commerce, Coursera | In progress
- Interactive Design Essential Certificate, Emily Carr University, Vancouver, BC | 2016 - 2017
- Graphic Design Diploma, Algonquin College of Art and Technology, Ottawa, ON | 2008 - 2011