

GIA NGUYEN

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EDUCATION

The University of Texas at Austin

Bachelor's of Science, Advertising - *Moody College of Communication*

May 2026

Bachelor's of Art, Human Dimensions of Organization - *College of Liberal Arts*

Creative Writing Certificate - *College of Liberal Arts*

Business Minor - *McCombs School of Business*

ADVERTISING EXPERIENCE

Chubby Diaries, Austin, TX

June 2023-August 2023

Social Media Intern

- Developed a thematic content calendar, streamlining content planning, resulting in an 11.71% increase in impressions (128.8k) and a 15.77% increase in reach (5,071/day) on Instagram.
- Optimized YouTube video visibility by creating SEO-focused descriptions, leading to a substantial increase in discoverability and a higher average views-per-hour (VPH) rate.
- Co-led the YouTube relaunch initiative, utilizing competitive and SWOT analyses to drive a 229% increase in video views and a 300% growth in subscribers, setting a new standard for the channel's engagement.

Garland Independent School District, Garland, TX

May 2023-Aug 2023

Graphic Design Intern

- Developed custom branding and promotional materials, such as name tags, logos, foam boards, and table tents, for special events and district showcase events.
- Compiled and analyzed qualitative data to enhance the user experience (UX) design of the district's website.

ADDITIONAL EXPERIENCE

The University of Texas at Austin, Austin, TX

Aug 2023-June 2024

Peer Mentor

- Conducts one-on-one meetings and group sessions to address academic, personal, and social concerns, supporting student retention and success.
- Coach a diverse group of incoming students in setting and achieving academic and personal goals, emphasizing time management, study strategies, and resource utilization.

TELUS International, Remote

Dec 2023-Present

Rater

- Analyzed digital content and user feedback to assess the effectiveness of web algorithms, contributing to the development of more refined search engine processes and websites' usability and functionality.
- Performed detailed evaluations of search engine results and online advertising, applying SEO principles to enhance the accuracy, relevance, and ranking of content, thereby improving overall user experience.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Last Writers, Austin, TX

Co-President

March 2023-Present

- Collaborated with cross-functional teams to plan and coordinate funding efforts, workshops, and community outreach activities, effectively raising awareness and support for the organization's mission of preserving patients' life stories.
- Proactively established and maintained relationships with hospice homes, securing new partnerships annually and assisting with assessing and finding patients, ensuring the program's continuity and expanding its impact.

HONORS AND AWARDS

- University Honors (4 semesters)
- The LAGRANT Foundation recipient
- Tracy-Locke Morris Hite Endowed Presidential Scholarship for Advertising Studies

Fall 2022-Present

Spring 2024-Present Fall

2024

SKILLS

Software: Microsoft Word, Excel, Outlook, Powerpoint, Google Workshop, Youtube Analytics, Google Analytics 4, Google Trends, Kantar, MIntel; Adobe Photoshop; InDesign, Canva, Illustrator, Premiere, Final Cut Pro; Audacity; iMovie

Certifications: Google Digital Marketing & E-commerce Specialization, Social/Behavioral Researchers, SEO - HubSpot Academy, Sponsored ads Certification

Writing: AP Style, Copy-Editing, Biographies

Social Media: Twitter, Facebook, LinkedIn, Snapchat, WordPress, Pinterest, Instagram, TikTok

Language: Fluent in Vietnamese, Basic French