

GIA NGUYEN

ghannguye@gmail.com | Austin, TX | www.linkedin.com/in/gianguyen2026

EDUCATION

The University of Texas at Austin

May 2026

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

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

Realtor.com, Austin, TX

Jun 2025-Present

Digital Marketing Intern

- Led the migration of 50+ transactional email templates from Codebase to SendGrid, overseeing QA, validation, PFA testing, debugging HTML, and collaborating with engineers to ensure functionality and scalability.
- Designed and executed marketing email campaigns targeting 100K+ users via Iterable, conducting A/B testing on newsletters to analyze open rates, click-throughs, and user engagement.
- Delivered in-depth performance analysis for key sponsors for FY'25, highlighting campaign wins, pinpointing underperforming areas, and uncovering actionable opportunities to optimize future partnerships and ROI.
- Analyzed affiliate conversion data from Tapiliate, identifying performance trends and crafting tailored reports to support re-engagement strategies.

Chubby Diaries, Austin, TX

Jun 2024-Aug 2024

Social Media Intern

- Researched social media trends and competitor activity in the travel space, providing video ideas and strategic content recommendations that helped increase Instagram reach by 15.77% and impressions by 11.71%, strengthening the brand's visibility and engagement.
- Created content scripts, edited short-form video assets, and contributed to cross-platform content production with a focus on engagement optimization that drove a 229% increase in video views and a 300% growth in subscribers.

ADDITIONAL EXPERIENCE

DoorDash, Austin, TX

Feb 2025-May 2025

Project Manager

- Led a team of 5 in developing a full-funnel integrated media campaign for DoorDash's initiative, in partnership with Wavemaker.
- Managed campaign strategy, media mix planning, budgeting (\$10M mock budget), creative mockups, competitive analysis, persona development, and KPI setting.
- Contributed to investment plan creation, buying grids, media flowchart development, and paid/earned/owned media recommendations across digital, OOH, broadcast, and social

Jun 2023-Aug 2023

Garland Independent School District, Garland, TX

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 for the district's website.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Last Writers, Austin, TX

Jul 2023-June 2025

Co-President

- 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 (5 semesters)

Fall 2022-Present

The LAGRANT Foundation recipient

Spring 2024-Present

Tracy-Locke Morris Hite Endowed Presidential Scholarship for Advertising Studies

Fall 2024

SKILLS

Software: Microsoft Word, Excel, Outlook, PowerPoint, Google Workspace, YouTube Analytics, Google Analytics 4, Tableau, Google Trends, Kantar, Mintel, Winmo, Jira, Iterable, Confluence, Mixpanel, Tapiliate, SendGrid, Beefree

Certifications: Google Digital Marketing & E-commerce Specialization, Social/Behavioral Researchers, Amazon DSP, Google Ads Display, Google Ads Search, Google Analytics, Amazon Sponsored Ads, Amazon Ads Foundations

Writing: AP Style, Copy-Editing, Biographies

Programming Language: HTML, CSS