

Corey Nguyen

Fountain Valley, CA | coreydtnguyen@gmail.com | (714) 916-2913

Education

California State University, Fullerton

Bachelor of Arts in Communications, Concentration in Advertising

Fullerton, CA

May 2024 - May 2026

Orange Coast College

Associate of Arts | Dean's Honor List | 3.7 GPA

Costa Mesa, CA

August 2022 - May 2024

Experience

Kai Wagyu - Online Butcher Shop Startup

Sales and Marketing Associate

Costa Mesa, CA (On-Site)

July 2024 - Present

- **Managed client relationships** by overseeing **e-commerce and wholesale** orders, ensuring customer satisfaction and timely delivery of products.
- Utilized platforms such as **WordPress** and **Mailchimp** to increase sales and encourage repeat orders from recurring customers.
- Use **Microsoft Excel** daily to track progress across digital platforms, providing data insights to create effective marketing plans.

Kai Wagyu - Online Butcher Shop Startup

Social Media Marketing Intern

Costa Mesa, CA (On Site)

April 2024 - July 2024

- Help improve Facebook reach by **62%**, and increased Instagram follower count by **45.4%**
- Assisted with **creating and designing paid advertisements**, which led to a **10.2%** increase in Instagram profile visits.
- Responsible for leveraging social media **engagement and analytics to drive sales growth**
- Conducted research on current trends and audience preferences to inform **marketing strategies**
- Assisted with **influencer outreach and affiliate program**

Nak Health & Beauty - Skin Care Clinic

Content Manager

Garden Grove, CA (Hybrid)

May 2022 - April 2024

- Acquired valuable knowledge in **brand management** through hands-on experience and continuous learning
- Co-managed social media platforms
- Crafted **descriptive text** tailored to various audiences, **boosting store traffic** and engagement.

Leadership Experience

Boys & Girls Club of America - Youth Organization

Volunteer Basketball Coach

Huntington Beach, CA (On Site)

February 2023 - May 2023

- Organized and led team through practices
- Provide **guidance** and encouragement for the youth

Projects

Check Ball - UX Mobile Application Prototype

Independent Designer

July 2024

- Developed prototype for a mobile application used to help users find local pick-up basketball games
- Utilized **Figma** for design and interface creation

Skills & Interests

Computer: Google Suite, Figma, Adobe Creative Suite (Premiere Pro, Illustrator), Microsoft Office

Skills: Digital Marketing, Product Marketing, Brand Marketing, Creative Skills, Analytics, Social Media

Languages: English (Native)

Interests: User Experience, Fitness, Podcasts, Cuisine & Culinary, Sports, Music

