

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

Costa Mesa, CA

August 2022 - May 2024

Experience

Kai Wagyu - Online Butcher Shop

Sales and Marketing Associate

Costa Mesa, CA (On-Site)

July 2024 - Present

- Managed and categorized inbound wholesale leads, organizing and tracking client inquiries using **CRM** tools via **Zoho & Monday**
- Drove a **79%** year-over-year increase in quarterly website net sales, exceeding **\$250,000**
- Analyzed **ROI** of marketing campaigns using **Excel**, providing insights to optimize future budget allocation
- Utilized platforms such as **WordPress** and **Mailchimp** to increase customer retention
- Planned partnerships to maximize brand exposure

Shades - News Mobile Application

Growth Marketing Intern

Marin County, CA (Remote)

September 2024 - December 2024

- Contribute to install rate with **10 downloads per week**
- Share campus marketing campaigns to increase brand visibility
- Collaborated with cross-functional teams to align operational strategies and sales

Kai Wagyu - Online Butcher Shop

Social Media Marketing Intern

Costa Mesa, CA (On Site)

April 2024 - July 2024

- Increase Facebook reach by **62%**, and Instagram reach by **50%**
- Generated **3,600+** website link clicks
- Assisted with creating and designing paid advertisements,
- Conducted research on current trends and audience preferences to inform marketing strategies

Nak Health & Beauty - Skin Care Clinic

Content Manager

Garden Grove, CA (Hybrid)

May 2022 - April 2024

- Acquired valuable knowledge in brand management
- Co-managed social media platforms
- Boosted in-store traffic through strategic marketing initiatives

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/games
- 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, Microsoft Office

Skills: Sales Strategy, CRM, Project Management, Data Analysis, Marketing