

Corey Nguyen

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Education

California State University, Fullerton

May 2024 - December 2025

Bachelor of Arts in Communications, Concentration in Advertising

Orange Coast College

August 2024 - May 2024

Associate of Arts | Dean's Honor List

Experience

Daily Mail - Internet Publishing

New York, NY

Account Management Intern

June 2025 - August 2025

- Create RFP and sales decks for **Fortune 500** clients
- Support commercial team with campaign execution
- Work cross-functionally to track performance metrics and assist with managing **\$500k+** in campaign budgets

Kai Wagyu - Online Butcher Shop

Costa Mesa, CA

Sales and Marketing Associate

July 2024 - May 2025

- Managed and categorized inbound wholesale leads, organizing and tracking client inquiries via **CRM** software
- 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

Shades - News Mobile Application

Marin County, CA

Growth Marketing Intern

September 2024 - December 2024

- Contributed to install rate with **10 downloads per week**
- Shared campus marketing campaigns to increase brand visibility
- Collaborated with cross-functional teams to align operational strategies

Kai Wagyu - Online Butcher Shop

Costa Mesa, CA

Social Media Marketing Intern

April 2024 - July 2024

- Increased Facebook reach by **62%**, and Instagram reach by **50%**
- Generated **3,600+** website link clicks
- Assisted with creating and designing paid advertisements

Nak Health & Beauty - Skin Care Clinic

Garden Grove, CA

Content Manager

May 2022 - April 2024

- Increased Yelp rating by **34%**
- Co-managed social media platforms
- Boosted in-store traffic through strategic marketing initiatives

Projects

[Paid App](#) - iOS Mobile App

May 2025

Co-Founder/Marketing Director

- Generate **100+ downloads** within 48 hours
- Achieved a 5-star rating on the iOS App Store based on early user feedback

[Check Ball](#) - UX Mobile Application Prototype

July 2024

Independent Designer

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

Skills

Google Suite, Figma, WordPress, Mailchimp, Adobe Creative Suite, Microsoft Office, SEO, Salesforce, Winmo