

Corey Nguyen

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Education

California State University, Fullerton

Bachelor of Arts in Communications, Concentration in Advertising

Fullerton, CA

Graduation: Dec 2025

Experience

Daily Mail - Global News Brand

Account Management Intern

New York, NY

Jun 2025 - Aug 2025

- Worked within an international commercial team, rotating into different departments such as ad ops, programmatic sales, direct digital sales, account management, and research
- Created detailed, data-backed RFPs and media plans for Fortune 500 companies that aligned agency proposals with strategic objectives, contributing to **\$2M+** in closed deals
- Presented strategic options and initiatives to cross-functional teams that enabled the successful launch of campaigns across **\$1M+** budgets
- Monitored programmatic campaign pacing and performance in **SSP** reports, flagging under-delivery to the yield and ad operations team
- Handled basic trafficking and **QA** of creative assets within Google Ad Manager (**GAM**), ensuring correct click-through URLs, targeting criteria, and flight dates
- Supported Private Marketplace (**PMP**) deal setup, checking targeting parameters, and confirming correct inventory in the ad server
- Leveraged **DMP** platforms like Permutive to generate case studies that strengthened audience targeting and campaign alignment

Kai Wagy - Online Butcher Shop

Sales and Marketing Associate

Costa Mesa, CA

Jul 2024 - May 2025

- Drove a **79%** YoY increase in quarterly web sales, surpassing **\$250K**
- Managed CRM data across 200+ wholesale accounts

Social Media Marketing Intern

- Increased Facebook reach by **62%** and Instagram by **50%** through strategic content and paid ads
- Generated over **3,600** website link clicks through data-informed copy and creatives

Shades - iOS News App

Growth Marketing Intern

Marin County, CA

Sep 2024 - Dec 2024

- Increased weekly user acquisition by **25%**, averaging **10–15** new installs per week
- Helped grow app downloads by **120+** during the fall term through grassroots and influencer marketing tactics

Nak Health & Beauty - Skin Care Clinic

Content Manager

Garden Grove, CA

May 2022 - Apr 2024

- Improved Yelp ratings by **34%** through customer insight campaigns
- Co-managed all social media platforms and ran on-site marketing experiments that boosted foot traffic

Projects

Paid App - iOS Mobile App

Co-Founder

May 2025

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

Check Ball - UX Mobile Application Prototype

Independent Designer

Jul 2024

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