

PHUC NGUYEN (PATRICK)

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571-442-2166



Skills

- Figma
- After Effects
- Photoshop
- Premier
- Final Cut
- UI/UX Design
- User Journey Mapping
- Creative Thinking
- Critical Thinking
- Brand Strategy

Education

M.Sc. Branding – Experience Design

BrandCenter, Virginia Commonwealth University
August 2021 – May 2023
Completed. GPA: TBC

M.Sc. Global Marketing Management

Virginia Commonwealth University – May 2020

- Major GPA: 3.67

B.A. Communications

Michigan State University – August 2017

- Major GPA: 3.54
- Minor in Sales Leadership

Work Experience

Front Desk Agent

CPT / Jun 2022 – May 2023

State Plaza Hotel, Washington D.C.

- Assisted the guests during the check-in and check-out process - ensuring guest satisfaction throughout their stay
- Entered reservations in the hotel operating system based on information obtained over the phone
- Handled guest questions, complaints, and requests to ensure resolution to the issue and satisfaction of the guest

Account Manager

OPT/ Aug 2020 – Jun 2021

Rogue Marketing, Inc., Richmond, Virginia

- Developed and executed strategic sales and marketing plans for key accounts in assigned territories for clients (Verizon Fios).
- Strived to understand customer perceptions and behaviors and manage relationships with key accounts.
- Managed, developed, and led a team of 4 salespeople to achieve targets and grow the business.

Producer / CSR

OPT/ Jan 2018 – May 2018

PD Insurance Agency, East Lansing, Michigan

- Issued 10-15 policies every month, including autos, homeowners, and renters.
- Came up with successful marketing plans to reach targets in restaurants, markets, and nail salons.
- Raised brand awareness of the Agency through its Website, Google, Facebook, and Twitter.
- Assisted customers in getting the best service in the insurance field.

Marketing Analyst

OPT/ Oct 2017 – Jan 2018

SKYTravels Global Agency, East Lansing, Michigan

- Managed and promoted the company to customers on Facebook and Twitter.
- Set up and controlled Google AdWords.
- Assisted the Manager in contacting other Travel Agencies to become an affiliate partner.

Activities

- Solid public speaking and presentation skills, a curious and analytic mindset
- Critical thinking, teamwork, interpersonal communication skills, and planning skills
- Proficiency in Microsoft Words, Excel, and PowerPoint