

# JULIET TRAN

## MY VALUE PROPOSITION

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Focused and self-motivated, analytical problem-solver with a great attitude and readiness to lend myself to a team environment that will allow me to grow in the field of marketing.

## EXPERIENCE

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04/14 – 08/15                      James Publishing & Attorney Marketing                      Costa Mesa, CA  
*SEO and Social Media Specialist*

- Researched and created a keyword strategy for effective search engine marketing
- Write and post engaging social media content for clients' Facebook, Twitter, Google+ and LinkedIn pages
- Implement on-page & off-page optimization strategy for websites
- Create and implement Local Search campaigns

02/14 – Current                      TwentyFour Dreams, LLC                      Garden Grove, CA  
*Business owner/Online Marketer*

- Create and implement Social Media and SEO strategies for clients' websites
- Write and post engaging social media content for Facebook, Twitter, Pinterest, blogs, PR sites
- Create on-page & off-page optimization strategy for websites
- Coordinate with Graphic Designers and Web Developers to create websites and branding
- Create and copy write keyword optimized website content
- Edit, proofread and optimize articles for client's websites and blogs
- Link building research and outreach for clients' websites

08/12 – 12/2013                      WoodSnap                      Costa Mesa, CA  
*Social Media & E-Marketing Manager*

- Create general online marketing strategies, including facilitating better customer experience
- Manage all social media marketing: Facebook, Twitter, Instagram, Pinterest, and blogs
- Increased overall social media followers from 4,000 to 40,000 since starting the position
- Contact agencies, blogs, magazines, and other organizations for PR opportunities
- Analyze Google Analytics for marketing measurement including report building

04/12 – 11/12                      ShoutAmp, Inc.                      Santa Ana, CA  
*Marketing Intern – Team Lead*

- Managed group project & presentation for creating e-marketing strategies for local client
- Researched and created a keyword strategy for effective search engine marketing
- Analyzed and presented various social media strategies, including social media for SEO
- Recommended website design and layout strategies for increasing lead generation
- Presented on the analysis, critique and development of existing and new e-marketing strategies

01/12 – 04/12                      Virtrue Capital Corp.                      Costa Mesa, CA  
*Account Coordinator*

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- Maintained and updated membership database in excess of 350,000 accounts
- Consulted customers with current information about small business financial resources
- Created excel spreadsheets, including formatting and segmentation, for analysis of member data

09/09 – 01/10

InstrumentalSavings.com.

Placentia, CA

*Marketing Intern*

- Updated and maintained existing products online through a content management system
- Developed new product bundles, including photos, pricing and total packages
- Created process-driven training program for company internship as the lead Trainer

## SKILLS & ABILITIES

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- Excellent use of social measurement and tools such as Facebook Insights, and Hootsuite
- Strong use of Excel including graphing and formulas / Word & PowerPoint
- Proficient in graphics and design using Adobe software such as Photoshop CS

## HONORS AND AWARDS

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- Membership in National Society of Leadership and Success, Sigma Alpha Pi

## EDUCATION

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- California State University, Fullerton Fullerton, CA
  - B.A., Business Administration: Marketing, 2012
- Southern New Hampshire University Manhattan, NH
  - M.B.A., Social Media Marketing, 2016

## LINKS

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- Writing Sample WoodSnap, LLC
  - [www.prlog.org/woodsnap](http://www.prlog.org/woodsnap)
  - LinkedIn Profile
  - [www.linkedin.com/pub/juliet-tran/2a/934/261/](http://www.linkedin.com/pub/juliet-tran/2a/934/261/)