# PROFESSIONAL PROFILE

Integrated marketing professional with extensive experience in driving sales, managing brands/identities, and customer retention. Possess a unique skill set that encompasses all functions involving sales and marketing. Proven results in a variety of areas of practice including sales management, advertising, public relations, digital marketing, and media planning.

# PROFESSIONAL EXPERIENCE

## Marketing & Communications Coordinator – West Iowa Region, Mediacom Communications

### Des Moines, Iowa — November 2012-Present

* Develop and manage all-encompassing marketing strategy for Mediacom’s largest regional territory. Serve as main resource for driving cable, high speed internet, and telephone subscriptions in the region’s serviceable markets.
* Manage sales performance of 250+ employees. Implemented front counter sales program that increased region’s sales by 51% compared to previous months, all four areas are now meeting goals. Sell training and provided support to Technicians.
* Analyze serviceable markets to provide blueprint for marketing strategy, consumer segmentation, and brand management.
* Supervise national and regional partners including marketing agencies, network affiliates, and third party vendors through running/schedule cross-channel commercial spots.
* Organized events: Orchard Place – Moonlight Classic DSM, Des Moines Public Library – Summer Reading Program, Breast Cancer Awareness, Mediacom Annual Holiday Party planning, Iowa State Fair, Principal Charity Classic, United Way Campaign, U.S. Senior Open, IMT Des Moines Marathon, Des Moines Home Control Farmer Markets/Jordan Creek Mall kiosk, Mediacom Day at Iowa Cubs, Employees Kids Holiday Party, Iowa State Athletic, Ankeny Summerfest, Ankeny Chamber of Commerce, Ingersoll Live, and Des Moines West Side Chamber of Commerce.

## Marketing & Creative Services Intern – Drake University, Department of Athletics Marketing

### Des Moines, Iowa — August 2011 to November 2012

* Coordinated public relations and advertising campaigns.
* In charge of Elementary School Reading Program – “Read like a Champion” (working with 40+ elementary schools in the metro). Help promote and plan for “Spike’s Kids Club”
* Implemented marketing strategies and tactics for game-day promotional activities.
* Assisted in fulfilling sponsorship requirements at athletic events and distribution of promotional materials.

## Pro-Shop Employee – Clinton Country Club

### Clinton, Iowa — August 2006 to August 2011

* Responsible for opening and closing which included assisting golfers with golf clubs and carts, balancing cash at beginning and end of each shift, training new employees on club procedures, organizing Pro-Shop, sales merchandising, maintaining driving range and assisting with scheduling as needed. Helped plan/organize golf outing and tournament.
* Provided members with a fun, enjoyable atmosphere by providing outstanding and superior customer service.

# HONORS AND AWARDS

* The Greater Des Moines Young Professionals Connection – 2013 Committee Person of the Year – Marketing.
* The Greater Des Moines Young Professionals Connection – Member Spotlight for May 2014.
* Featured in Des Moines Register and Des Moines Juice Magazine for Young Professional of the Week.
* Serving as Ambassador for the Greater Des Moines Young Professionals Connection.

# EDUCATION

**Drake University, Des Moines, Iowa –** Bachelor of Science: Business Administration, Finance major, 2012.

# SKILLS

Microsoft Office, PC/Mac Proficient, Public Relations, Social Media, IBM Cognos, Adobe Photoshop, Adobe InDesign, Media Relations, Market Research, Budgeting, P&L Analysis.

Fluent in English, Vietnamese, Chinese (Mandarin), Taiwanese, Cantonese, Chiu Chow.