

Daisy Nguyen

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EXPERIENCE

Steel Advertising – Senior Graphic Designer & Art Director

Mar. 2021 – Present

Clients: Fischer & Wieser, Texas Department of Public Safety, A&M System, A&M San Antonio, A&M Corps of Cadets, Kaiser Permanente, San Jacinto College, Tarrant County College, WellQor, Department of Health and Human Services, Wildhorn Capital, Madame Alexander

- Tripled clients' social media following by creating engaging content for social media platforms
- Led full institutional rebrand of Tarrant County College, including strategy, identity design, messaging, and implementation across digital and physical platforms
- Lead design and development team to launch website redesign project under a 3-month timeline
- Worked with creative and media teams to ideate and execute innovative social media campaigns.
- Stayed current and up-to-date on social media platforms, trends, and marketing insights
- Provided senior-level design and production art in both interactive and traditional creative
- Wrote concise, archetypally relevant, creative copy as well as synthesize and simplify complex information-in both long and short forms

Aug. 2019 – Mar. 2021

Steel Advertising – Creative Intern

- Collaborated with the creative team to produce social media content and collateral assets
- Coordinated and managed the production of marketing materials between multiple vendors and relevant company departments
- Researched and wrote company blog posts on various topics, such as consumer trends, emerging media, and other marketing topics

Sept. 2018 – Dec. 2019

Texas Creative – Copywriter

- Worked alongside peers to strategize and develop mock campaigns in one of the most prestigious portfolio-building programs
- Effectively and concisely presented ideas and concepts weekly to cohort for feedback

Nov. 2020 – Feb 2021

Ahlo – Copywriter Freelancer

- Planned and developed social media content within the brand standards to increase followers

Jun. 2018 – Aug. 2018

City Council Candidate – Graphic Design Intern

- Created mass marketing banners and digital banners
- Gained experience in design for digital and OOH marketing

EDUCATION

The University of Texas at Austin

Bachelor of Science in Advertising | Minor in Business
Texas Creative Portfolio Sequence

AWARDS

Young Shits, Feb 2020 Winner
Austin Addys, Bronze

ADDITIONAL INFORMATION

Computer Skills: Adobe Creative Suite (Photoshop, XD, InDesign, After Effects, Illustrator), G Suite, MS Office Suite, Canva, Klaviyo, Mailchimp, Figma, Hubspot

Other Skills: Copywriting, Graphic Design, Social Media, Brand Strategy, SEO, Google Analytics, Email Marketing

Work Eligibility: Eligible to work in the US with no restrictions