

**PROFESSIONAL
EXPERIENCE**

FITNESS1440

04/2019 – 06/2019
Gilbert, AZ

Creative Brand Manager

Designed graphics for web, social media and paid advertisements. Setup and oversaw all their marketing and social media initiatives. Optimized website for better user experience: decreased bounce rate by over 20%.



03/2016 – 05/2018
Tempe, AZ

Senior Google Ads Strategist

Consulted on over 100+ companies and brands including: GORE-TEX, Uncharted Supply Co. Casio, doTERRA, Mathnasium Franchises, Gardein, Udi's, Molly Maid Franchises, Car Dealerships, Doctors, Local Businesses and more.



06/2015 – 01/2015
Phoenix, AZ

Digital Marketing & Graphic Designer

Developed content around user-intent, optimized for user intent. Designed graphics for marketing, website and social media.



01/2015 – 04/2015
Scottsdale, AZ

Digital Marketing & Design Specialist

Managed branding, marketing and messaging for the agency and clients. Photographed studio stills. Designed content for web and social media. Wrote copy for landing pages, email marketing campaigns, video and social media platforms.



01/2010 – 09/2011
Phoenix, AZ

Public Broadcasting Program Coordinator

Helped show producers, directors, hosts and production crew so they could successfully film and broadcast Horizon & Horizonte programs each night.



06/2010 – 12/2010
Tempe, AZ

Multimedia Production

Helped program directors and Tempe 11 producers in developing promotional, informational and training programs for cable programming and city purposes. Helped with live broadcast of city council meetings, special events and ceremonies.

www.duyenptran.com

2008 – present
US

Freelance Art, Design and Marketing

I bring ideas and stories to life in creative yet effective ways via branding, graphic design, art and digital marketing. Services include: custom designed ads and graphics, social media content, paid ad campaigns, photography and more.

AWARDS

Google AdWords Agency Program Q4 2017 Platinum Club Winner
Google AdWords Agency Program Q3 2016 Platinum Club Winner
Greg Crowder Memorial Photojournalism Award
Arizona State University Provost \$30,000 Academic Scholarship

SKILLS

Graphic Design	Google Certified in:
Art: Digital and Traditional	Search Advertising
Painting, Illustration, Mixed Media	Mobile Advertising
Marketing & Advertising	Display Advertising
Photography and Photo Editing	Shopping
Messaging & Branding	Analytics

EDUCATION

Milan Art Institute

Art Production and Art Business Mastery Program (2018 – 2019)
Coursework: Classical Drawing, Classical Oil Painting, Mixed Media, Business Management, Branding and Marketing

Walter Cronkite School of Journalism

Bachelor of Arts (B.A.), Journalism and Mass Communication
Coursework: Online Media, Broadcast Production, Photojournalism, Videography, Radio and Multimedia