

# HELEN L. NGUYEN

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## SUMMARY

As an enthusiastic and adaptable Project Manager with a background in Marketing & Communication and Visual Design, managing various projects at Rolls-Royce and the Centre for Digital Media during the past 5 years, I am committed to overseeing projects from conception to delivery while creating a positive working environment where every team member could reach his full potential and contribute his best to the project.

## EDUCATION

### **Master's Degree in Digital Media (2016 – 2017)**

THE CENTRE FOR DIGITAL MEDIA, SFU

During this program, I worked in industry projects with clients such as BCLC and TELUS Digital as Project Manager and Interaction Designer for digital products.

### **Bachelor's Degree in Communications & New Media (2008 – 2012)**

THE NATIONAL UNIVERSITY OF SINGAPORE

## WORK EXPERIENCE

### **Marketing & Communication Executive (Jul 2012 – Dec 2015)**

MTU ASIA Pte Ltd, ROLLS-ROYCE POWER SYSTEMS

Managed Marketing & Communication projects for global brands MTU and MTU Onsite Energy

- **Corporate communications:**
  - Managed various communication plans and developed articles for global platforms. Created and designed the first in-house newsletter for over 300 local employees and other external distributors in the region. Prepared company's presentations and pitches for product launches and roadshows and collaborated research on markets and competitors
  - Led the \$30,000 visual communication project. Planned budget and schedule, called for proposals and oversaw the executing and installation of artworks in the company's new facility of 24,800m<sup>2</sup>
- **Digital media marketing:** Coordinated with global colleagues, agencies and website developers to develop the Marketing Resource Management and websites targeting specific markets and countries. Managed company's Intranet and social media accounts
- **Marketing collaterals design:** Worked with advertising agencies and global Marketing team to design and adapt company's marketing collaterals including brochures, data sheets and digital artworks
- **Branding:** Provided guidelines on corporate identity and branding to local staff, other Asia-Pacific subsidiaries and external product distributors
- **Event management:** Coordinated planning and executing up to 12 exhibitions and events
- **Advertising management:** Coordinated with design agencies and the media network to advertise products and services on up to 15 different kinds of magazines and online channels

### **Support Staff (Aug 2011 – Dec 2011)**

THE NATIONAL UNIVERSITY OF SINGAPORE

- Software Trainer: Provided Adobe Creative training to students
- Research Assistant: Assisted Associates Professors in executing researches

## **Corporate Communication Intern (May 2011 – Jul 2011)**

### **SINGAPORE INTERNATIONAL FOUNDATION (SIF)**

Managed PR campaigns to promote Singapore's culture to the world. Designed marketing collaterals and tracked the local media for news relating to SIF activities and updated the Intranet and social media daily.

## **Freelance Graphic Designer (Dec 2010 – May 2011)**

Designed website layout and graphics for various websites and apps.



## **PAST PROJECTS**

### **TELUS' Bundle Builder website (May – Aug 2017)**

Planned and executed user tests. Coordinated between designers and programmers in the team. Facilitated research on TELUS' target audiences and competitors. Please visit <http://helenlien.com/portfolio/telus2020/>

### **BCLC Mystery Hunt app (Jan – Apr 2017)**

Planned, prepared budget and executed user tests. Coordinated the communication and delivery between designers and programmers in the team. Please visit: <http://helenlien.com/portfolio/mystery-hunt/>

### **The Suitcase interactive movie (Jan – Apr 2017)**

Managed schedules for script development, production and post-production and team capacity to make sure the project could be delivered on time. Please visit: <http://helenlien.com/portfolio/the-suitcase/>

### **The Last Crystal indie game (Sep 2016 – now)**

Oversee the development process from conception to executing and releasing on game platforms in 2018. For more information please visit: <http://helenlien.com/portfolio/the-last-crystal/>

### **Corporate Communication (Jul 2012 – Dec 2015)**

Managed communication plans and collaborated with agencies to develop articles for global communication platforms. Please visit: <http://helenlien.com/portfolio/corporatecommunication/>

### **Digital Marketing (Jul 2012 – Dec 2015)**

Managed multiple marketing projects and campaigns. <http://helenlien.com/portfolio/digitalmarketing/>

### **Marketing Materials Design (Jul 2012 – Dec 2015)**

Managed marketing collaterals design. Please visit: <http://helenlien.com/portfolio/marketingmaterialdesign/>



## **SKILLS**

Marketing & Communications

Project Management

Digital Marketing

Event Management

Content Development

Branding

Advertising

Agile Methods

UX/UI Design

Graphic Design

Planning & Budgeting

Research & Analysis



## **AWARDS & CERTIFICATIONS**

- T-CAAN Awards for Graduate Student in the Marketing & Advertising Industry (2017)
- Google Analytics Certification (2016)
- Interaction Design Certification (2016)



## **VOLUNTEERING**

### **Communication Volunteer (2017)**

SCWIST - Society for Canadian Women in Science and Technology