

Helen Lien Nguyen

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🏠 Vancouver, British Columbia, Canada



WORK EXPERIENCE

Marketing Specialist & Graphic Designer (November 2017 - Present) - Vancouver, BC

THE CENTRE FOR DIGITAL MEDIA, a joint program of UBC, SFU, BCIT & ECUAD

As the Recruitment Marketing Specialist & Graphic Designer at the Centre for Digital Media, Vancouver, I promote the Master of Digital Media program to local and international students. Within 3 years of working in the position, we have increased the number of annual applications by **200%** and the number of online webinar registrations by **400%**. The Master of Digital Media is a joint Master program of 4 Canadian universities - The University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and BCIT.

- Manage annual paid advertising campaigns of \$300,000 on social media platforms (Google Adwords, Facebook ads, LinkedIn ads, Twitter ads, etc.) and on local newspapers (The Georgia Straight, The Star Vancouver, The Daily Hive etc.)
- Design all Marketing collateral and advertisements on social media and newspapers.
- Analyze student data and provide market reports.
- Coordinate recruitment events and manage branded promotional products.

Please visit my website at <https://helenlien.com> for examples of my works.

Shopify Store Owner (October 2020 - Present)

ANEMONIE.COM

I designed and built my own activewear clothing store using Shopify. I am also launching my products on Amazon and Etsy.

Marketing & Communications Executive for Asia-Pacific (2012 - 2015) - Singapore

MTU ASIA PTE LTD, ROLLS-ROYCE POWER SYSTEMS

I managed Marketing & Communication projects and events for two global brands MTU and MTU Onsite Energy at Rolls-Royce Power Systems, a division of Rolls-Royce plc. My job responsibilities include:

- **Corporate communications:** manage communication plans for Rolls-Royce Power System and develop communication articles for global Rolls-Royce's communication platforms. I created the first in-house newsletter for over 300 local employees and external distributors in the region. I also led the visual communication project to create artworks to enhance the company's newly built facility of 24,800 sqm.
- **Digital media marketing:** Manage website agencies to develop the global Marketing Resource Management site and websites targeting specific market segments and countries.
- **Branding:** Provide branding guidelines to staff in Singapore, Asia subsidiaries and external product distributors.
- **Event management:** Assist the planning and executing of 12 exhibitions and events around Asia.
- **Marketing collaterals design:** Work with advertising agencies and global Marketing team to design and adapt company's marketing collaterals including brochures, data sheets and digital artworks.
- **Advertising management:** Promote MTU products and services on 15 different magazines in Asia.



Graphic Designer, UI Designer, Game Artist (2011 - Present)

I have been working as a freelance graphic designer since 2011. I create assets for websites, apps and video games, working for clients in Singapore, Canada, Germany and United Arab Emirates. These projects help to enhance my designing skills.

See my full portfolio at helenlien.com

EDUCATION



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

THE UNIVERSITY OF BRITISH COLUMBIA

Projects:

- TELUS Bundle Builder: I worked as a UX & UI Designer to develop a new and intuitive experience of building and buying TELUS' product bundle.
- BCLC Mystery Hunt: I worked as a UI Designer to develop a geolocational, augmented reality mobile game for players who want to be entertained during idle times.



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

THE NATIONAL UNIVERSITY OF SINGAPORE

Ranked #12 in the world in 2017 for Communications & Media Studies, this program offers digital media studies, interactive design and communication management. I was granted the ASEAN Scholarship including full tuition fee and living allowance, awarded by the Singapore Ministry of Education

AWARDS & CERTIFICATIONS

T-CAAN Awards for Canadian Graduate Student in the Marketing & Advertising Industry (2017)

Google Analytics Certification

Interaction Design Certification