**Hadley Nguyen**

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**WORK EXPERIENCE**

**Child Protection Center Kansas City, MO**

*Social Media Strategist August 2023- Present*

* Developed organization's social media visual identity using Canva and Adobe InDesign for consistency and impact.
* Created optimized posting schedule for effective audience engagement.
* Formulated brand partnerships and engagement strategies, resulting in a 30% increase in platform interactions and enhanced community awareness.

**KU Athletic Sports Creative Video Lawrence, KS**

*Video Intern August 2023- May 2024*

* Proficient in camera operation and editing software like Adobe Premiere Pro and After Effects.
* Managed multiple projects in a fast-paced environment, demonstrating strong multitasking abilities.
* Produced engaging content for reels, incorporating trending audio to enhance audience engagement.

**Wasserman Next Gen Boston, MA**

*HBO MAX Campus Manager August 2023- May 2024*

* Introduces peers to the MAX brand in an authentic and meaningful way through on campus activations, word of mouth and social postings.
* Developed visuals for social media, including March Madness promotions.

**The Bullwinkle’s, Dempsey’s Lawrence, KS**

*Freelance Digital Marketer for Lawrence Bars August 2021- May 2023*

* Generate top-performing content including the highest-performing Instagram Reel with 20K views and grow followers by over 10K.
* Directed and managed all aspects of video production, including scriptwriting, storyboarding, filming, editing, and post-production for all social media platforms.

**MRKT The Agency Kansas City, MO**

*Social Media Content Creator Intern June 2021 – February 2022*

* Utilize Adobe Creative Suite to edit photos, graphic templates & vertical videos for TikTok and Instagram Reels.
* Generate top-performing content including the highest-performing Instagram Reel with 100K views and grow 5K followers.

**The Chainsmokers, Jauz, Slander, Hayden James, Hippie Sabotage, Tyler Childers Kansas City, MO**

*Freelance Videographer for Musical Artist February 2019 - Present*

* Filming and directing music artists in diverse settings.
* Developed and executed creative strategies for building a robust client portfolio in a competitive industry.
* Proactively seek out new clients through direct outreach and networking.

**SKILLS**

**Computer:** Adobe Suite, Canva, Box, Adobe Suite, Microsoft Office, Outlook, Box, Final Cut Pro Capcut.

**Languages:** English, Vietnamese.

**Interests:** Media in Sports, Music Events, and Marketing Products through Video Storytelling.

**EDUCATION**

**University of Kansas Lawrence, KS**

*Bachelor of General Studies in Film and Media Production | Minor in Dance | GPA: 3.5*

* **Awarded the Adah Clarke Hagan Scholarship in Film**