

TUONGVI DIEP

CONTACT

 <https://tuongvidiep.journoportfolio.com>

 941-932-2856

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 Houston, Texas

SKILLS

PROFESSIONAL

- Brand & Project Management
- Team Lead
- Social media content planning
- Copy writing
- Editing
- Content Creation
- Customer Support
- Research
- Search Engine Optimization
- Fluent in Vietnamese

PROGRAMS

- Instagram, TikTok, Facebook, X, LinkedIn, Pinterest, Youtube, Threads
- Sprout Social
- HeyOrca
- Hootsuite
- Later
- Sprinkl
- Upfluence
- Klaviyo
- Shopify
- Canva
- Wordpress
- Asana
- Adobe Suite
- Facebook Meta Suites

EDUCATION

B.A Journalism + Design

The New School
New York, NY
Graduated May 2019

CERTIFICATIONS

Management & Leadership Skills

Pryor Learning
Issued: April 2024

The Fundamentals of Digital Marketing

Google Digital Garage
Issued: May 2021

Google Ads Search

Issued: May 2022

WORK EXPERIENCE

Social Media and Community Coordinator

Comend | Remote

July 2024-Present

- Created and managed social media content that nurtured relationships with rare disease families, advocates, and patient support communities.
- Increased Instagram reach and following by 29% within the first month through strategic content planning, engaging visuals, and consistent scheduling.
- Developed and maintained a forward-looking content calendar, ensuring timely and thoughtful messaging across Instagram, Facebook, and TikTok.
- Supported community campaigns and engagement initiatives that strengthened brand visibility and audience connection.

Social Media + Product Lead

Adriana Lacy Consulting | Remote

May 2023-May 2024

- Oversaw and curated content for clients and internal social media accounts (Instagram, LinkedIn, Twitter, Facebook, YouTube), ensuring a consistent brand voice and leveraging data-driven insights, organically increasing LinkedIn engagements by **1,250%** and followers by **30%**, as well as Instagram engagements by **85%**, and Facebook impressions by **520%**
- Created engaging social media content (copy and visuals) & own content calendar for 4 clients in the publishing, and media space
- Increased client's Substack newsletter subscribers by nearly **50%**, from over 5,000 to over 10,000, in a five-month period through strategic social media promotion
- Conducted in-depth research on digital marketing trends, user preferences, and behaviors to develop comprehensive social media strategies tailored for newsrooms and media industries, aligning with clients' organizational objectives
- Launched and lead a data analytics and social media scheduling platform for agency. Involved in the building process from start to launch
- Lead art and creative direction initiatives to develop appealing, strategically impactful social media templates and short-form motion graphics videos, maintaining consistent and eye-catching brand aesthetics

Marketing Specialist

Touchstone Essentials | Remote

August 2022-February 2023

- Managed brand's identity through written and digital content to ensure content aligns with brand's values that led to **35% growth** on Instagram
- Owned content calendar and scheduled weekly posting of content across social channels for over **56,000 followers** collectively (Instagram, Facebook, LinkedIn & Twitter)
- Collaborated with design and sales team to develop written content for holiday campaigns, blogs, etc. to increase sales and engagement on social channels
- Maintained weekly social media analytic reports for management including insights and suggestions for social growth
- Assisted in developing weekly creation of creative content for campaigns with marketing and sales team
- Engaged daily with online community members across social channels and paid ads to provide optimal digital customer service regarding company & product inquires

Marketing Lead

MYK Silk | Remote

June 2021-July 2022

- Supervised a team of **5** to check in with weekly progress, and close follow-up with deliverables
- Managed monthly campaign timelines, including influencer gifting program, paid engagement, & brand collaborations
- Owned and executed planning & posting of content calendar across all social channels (Instagram, Tik Tok, Pinterest, Youtube)
- Lead copywriter for brand's website, products, and social media
- Established and maintained strong relationships and daily contact with over **20** social media Influencers at a time
- Measured KPI's through marketing campaigns across the growth channels (paid social, paid search, affiliate, etc.) to increase brand's revenue by **10% monthly**
- Conducted keyword research based on highly relevant trafficked keywords for brand's blog