

Alexandria Sieck



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[LinkedIn](#)



[Portfolio](#)

EDUCATION

BS, Communications
Arizona State University
2007-2011

Certificates & Training

Google Digital Marketing & E-commerce Coursera,
2024

Creative Copywriter
The Creative Copywriter Academy

Meta Certified
Digital Marketing Associate

TESOL
Language Corps, USA

Digital Marketing
HubSpot

SEO
HubSpot

SEO Principles
Semrush

SEO Content Writing
LinkedIn

TECHNICAL SKILLS

Digital Marketing
E-commerce
Social Media
Copywriting
SEO
Email Marketing

SOFT SKILLS

Time Management
Adaptability
Problem-solving
Critical Thinking
Collaboration
Flexibility

ABOUT ME

After studying a BS in Communications, my first career move was into account management. From there, I shifted into coordinator roles within HR departments. I left America in 2014 to pursue a teaching career in Vietnam. Over the years, my job experience has allowed me to develop a skillset that transfers to the field of Copywriting and Digital Marketing. With experience creating digital- first approaches in e-commerce stores, email marketing & social media marketing strategies.

EXPERIENCE

Copywriter

Mg.Limited- Mueller Group Company- 2023- Present

Property & corporate project branding, repositioning, brand development- *Saigon, Vietnam*

- Research, analyse trends, policies, and best practices to develop well informed content.
- Write clear engaging articles and social posts that cater to the target audience, ensure accuracy, clarity, and adherence to tone and style guidelines.

Teacher

Australian International School Saigon, Vietnam-2022- 2023

Leading Private International school in Vietnam.

- Chief Exam Invigilator Cambridge Exams
- Summer School Teacher Y1-Y2
- Secondary Cover Teacher

Anh Van Hoi Viet My- Vietnam USA Society, Vietnam - 2014- 2023

One of the biggest language centers in the South of Vietnam.

- Create, write, and teach relevant English lessons focused on building fluency.
- Develop reading, writing, speaking, and listening skills in students ages 4-20.
- Prepare students for exams and oral presentations.
- Adapt lesson plans and curriculum for different levels.

Recruitment Coordinator

Allegis Global Solutions / Arizona, USA/ 2013-2014

Talent acquisition services to fully outsourced workforce management offerings. Optimizing human capital strategies and solving talent challenges.

- Developed and coordinated timely interview schedules for candidates utilizing the clients' internal email calendar technology (Microsoft Outlook).
- Organized and prepared any schedules and changes.
- Communicated directly with the candidates and coordinated all of their needs.
- Trained and coached new hires and provided new hire orientation.

Administrative Coordinator

Data Sphere Technologies/ Phoenix, USA/ 2012-2013

Provides online and mobile advertising solutions. Advertisements, social media integration, mobile marketing, email campaigns, and other related services.

- Responsible for all administrative needs of a 200-employee call center.
- Supporting the Site Director and Sales Management team and supporting onsite Recruiters and HR Manager.