



Casey Nguyen

Social Media Coordinator

Social media coordinator with two years of experience executing engaging content strategies and community outreach.

CONTACT

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 LinkedIn | Portfolio

 Atlanta, GA 30303

KEY SKILLS

- Content scheduling
- Community management
- Analytics tracking
- Visual asset coordination
- Social listening

PROFESSIONAL EXPERIENCE

July 2021 - Present

Social Media Coordinator | TrendLine | Atlanta, GA

- Managed daily content schedules, increasing organic engagement by 18%
- Responded to community inquiries, achieving a 95% positive sentiment rate
- Collaborated with the design team to create branded visuals and story templates

September 2020 - June 2021

Social Media Assistant | EcoBrand | Atlanta, GA

- Assisted in campaign ideation and production of 20+ weekly posts
- Tracked performance metrics, prompting strategy adjustments that lifted follower growth by 12%
- Monitored competitor activity to inform content planning

EDUCATION

Bachelor of Arts (B.A.) Communication

Georgia State University, Atlanta, GA | May 2020

Bachelor of Science (B.S.) Marketing

University of Minnesota, Minneapolis, MN | May 2011