

JOELLA HUYNH

PERSONAL PROFILE

Email: joella.h4@gmail.com

Portfolio: joellahuynh.com

SKILLS

Sketch
InVision
Adobe XD
Figma
HTML
Photoshop
Illustrator
After Effects
PowerPoint
Keynote

COMPETENCIES

Content Strategy
Engagement Strategy
Target Market Research
Responsive Web Design
Mobile Design

LANGUAGES

English (Fluent)
Mandarin Chinese (Working Proficiency)
Vietnamese (Limited Working Proficiency)
Japanese (Limited Working Proficiency)

EDUCATION

UNIVERSITY OF MARYLAND

Robert H. Smith School of Business

Bachelor of Science, Marketing, Minor in Chinese | GPA: 3.65

STRATEGIC INNOVATION AND DESIGN FELLOWSHIP

Media Director, HEX Agency | 2018- 2020

- Led effective client meetings with WellNet Healthcare C-suite members and pitched an Account Based Marketing strategy and digital campaign to increase consumer awareness.
- Developed and pitched creative deliverables for traditional, display, and social media advertising for The Diamondback and WellNet Healthcare.
- Created target personas and promotional strategy for assigned campaigns.

WORK

INTEGRITY HEALTH

Marketing & Graphic Design Intern | July 2020- August 2020

- Developed original designs and mockups of face mask covers to retail in North and South America in response to the COVID-19 pandemic.
- Researched social media trends, assisted in planning social media and product marketing campaigns for online retail.

FREELANCE

Marketer, Graphic Designer, & Illustrator | December 2019- Present

- Rebranded Tran Alterations through logo redesign and designed new business cards; applied marketing brand knowledge and design skills.
- Utilize cross-cultural knowledge to illustrate merchandise such as shirts, hats, jackets, pens, water bottles, stickers, for clients including the Kappa Phi Lambda University of Maryland chapter.

LEADERSHIP

TAIWANESE AMERICAN STUDENT ASSOCIATION

Marketing Chair | December 2018- May 2020

- Created promotional material customized for Instagram and Facebook platforms for an audience of over 1,500 followers.
- Conceptualized brand revamp and developed variables accordingly including logo and merchandise in accordance with Taiwanese culture.

UMD ASCEND

VP of Marketing (Formerly: Marketing Committee) | 2018- 2020

- Created marketing material such as email newsletters, event advertisements, flyers, and pamphlets on a weekly basis.
- Lead and trained a committee of three students whose job was to assist the VP of marketing, on marketing and design concepts.