JOELLA HUYNH

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WORK EXPERIENCE

Independent Consultant (Rovio Entertainment, Dream Games, TirTir, Japarcana) New York, NY/ Shikoku, Japan
Japanese-English Bilingual Marketer & Content Producer December 2023 – Present
- Attracted clients in Japan and the U.S. through strategic use of social media to execute paid and organic campaigns, demonstrating initiative in personal branding and client communication.
- Scripted videos using AI and independent research; produced video content for both personal social channels and client influencer campaigns, leveraging audience insights and strategy to drive engagement and visibility on Meta, YouTube, and TikTok.
- Developed an internal video for Rovio Entertainment's Angry Birds Dream Blast (game app) by refining translations and gestures in collaboration with cross-functional teams; adopted as an official training tool to optimize influencer marketing and market adaptation for the Japanese demographic.
- Partnered as a Japanese-language influencer on TikTok and Instagram for Royal Match by Dream Games, a multibillion-dollar mobile gaming company with 400M+ global downloads.
- Created and posted Japanese and English Instagram content for TirTir to promote the Mask Fit Red Cushion, applying marketing insight and social media trend knowledge to engage a global audience.
- Produced and published creator-led video content for Japarcana towels, aligning messaging across English and Japanese to support international brand objectives and owned-channel distribution.

Tokushima, Japan Board of Education Tokushima, Japan
Instructor & International Advisor April 2022 – December 2025
- Selected from the top 20% of a global competitive pool for the Japan Exchange and Teaching (JET) Programme, delivering English language instruction and promoting cross-cultural understanding in rural Japanese schools.
- Taught in 4 languages (English, Japanese, Chinese, Vietnamese) to 1300+ students from over 15 countries (ages 15–83) in a dynamic, multilingual environment to ensure inclusivity and engagement.
- Utilized Excel databases to track survey responses for a research study on earthquake preparedness among foreigners, using the data to inform guidance for Japanese students on using simplified English and Japanese for clear communication.
- Presented about marketing tactics to 50+ instructors and members of the Board of Education at Shikoku University to encourage nonconventional teaching methods to increase student engagement, with a summary published in the Prefectural English Teacher's Association Journal, reaching over 300 educators.
- Led 2 multilingual STEM exchange programs with a cohort of 8 Japanese students and over 20 students from Taiwan, fostering cross-cultural collaboration and increasing awareness of oceanic and biodiversity crises in each respective country.

Kotsuzumi - Nishiyama Brewery Hyogo, Japan
Global Marketing Intern July 2024 – August 2024
- Supported marketing initiatives for Nishiyama Brewery, a historic (est. 1915) Japanese cultural heritage site, encompassing luxury accommodations, a sake and beer brewery, and fine dining.
- Spearheaded a bilingual marketing strategy that aimed to increase international bookings by 20%, targeting inbound visitors seeking premium cultural stays.
- Conducted market research across 4 key regions (U.S., Europe, Japan, high-income Asia), identifying barriers to foreign customer acquisition and delivering strategic insights to executive leadership in Japanese language.
- Led analysis of barriers to foreign visitor engagement, recommending a digital-first approach focused on building an online community and partnering with tour operators to attract Western travelers seeking immersive cultural experiences.

Contractor - Workout Base 24 Tokushima, Japan
Marketing Consultant July 2022-August 2022
- Developed and executed a 6-week localized paid social strategy in Japanese on Instagram Reels for the local Japanese fitness brand, including audience targeting and campaign planning, driving brand awareness and follower growth for the new gym launch.
- Optimized campaign performance and audience engagement through data-driven targeting and A/B testing, resulting in 23 new gym sign-ups within the campaign period.

EDUCATION

University of Maryland, Robert H. Smith School of Business May 2021
Bachelor of Science, Major in Marketing and Minor in Chinese

Strategic Innovation and Design Fellowship August 2020 – May 2022
- A selective marketing fellowship where students developed creative problem-solving and strategic design skills, utilizing design thinking to empathize with customers, define problems, ideate solutions, and create rebranding strategies.
- Gained hands-on experience in advertising and design by delivering marketing strategies (social media and email campaigns) and creative assets (including UX/UI mobile and web pages) using Adobe Creative Cloud for *The Diamondback Newspaper* and WellNet Healthcare.

AWARDS

U.S. State Department – Critical Language Scholarship, *Chinese* July 2021 – August 2021
- Selected by the U.S. State Department as one of the nation's highest-achieving language learners for a prestigious immersion program in China, undertaking intensive language study and cultural immersion; developed niche cultural expertise and foreign policy insights applicable to global businesses and the U.S. federal government.

Taiwan Ministry of Foreign Affairs – Huayu Enrichment Scholarship June 2019 – August 2019

SKILLS

Tools: Proficient in MS Office (Word, Excel, PowerPoint), Google Workspace, Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects), Final Cut Pro, Tableau, Hootsuite, Google Analytics, Capcut, and Canva.
Languages: English (Native), Japanese (Business), Mandarin (Business), Vietnamese (Limited business), Cantonese (Beginner)