

CUONG HUYNH

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MARKETING COMMUNICATIONS AND SOCIAL MEDIA **Marketing Communications • Blogging • Social Media Marketing**

Enterprising marketing communications professional with over 16 years of experience in bringing products and services to market. Active in developing social media marketing and strategies. Reputable for “doing more with less” with exceptional creative and technical proficiency. Expertise in marketing management and communications, brand identity, market analysis, go-to-market strategy, web-based marketing.

Marketing Communications • Social Media Strategy • Brand Identity • Corporate blogging
Marketing Plan & Strategy • Press Releases • Public Relations • Marketing Metrics and ROI
Client/Vendor Management • Advertising • Creative Services • Art Direction • Trade Shows
Search Engine Optimization • Graphic Design • Desktop Publishing

PROFESSIONAL EXPERIENCE

CTHMEDIA, San Diego, California, Sep 2008 - present

Marketing Communications Consultant, Blogger, Inbound & Social Media Marketing

Key Accomplishments:

- Currently developing 2 quick serve restaurant concepts with social media as the key marketing strategy.
- Social media consultant for San Diego Clean Fuels Coalition, developing and implementing social media marketing strategy to educate public about clean fuels for transportation.
- Marketing consultant for Optimark Inc./CleanFleetReport.com.
- Social media marketing consultant for Quoc Viet Foods Inc., developing bilingual marketing and social networking strategy.
- Created effective traffic channels utilizing social media resources (Twitter, YouTube, Facebook) and social bookmarking sites (Digg, StumbleUpon, etc.)
- Publishing and maintaining 5 blogs with associated Twitter marketing channels:
 - MarketingAutopsyBlog.com..... Twitter [@cuonghuynh](https://twitter.com/cuonghuynh) (Klout 29, 8,500+ followers, 27,600+ tweets)
 - Twitter [@inboundtraffic](https://twitter.com/inboundtraffic) (Klout 10, 8,700+ followers, 26,700+ tweets)
 - CleanCarTalk.com..... Twitter [@cleancartalk](https://twitter.com/cleancartalk) (Klout 34, 7,300+ followers, 26,000+ tweets)
 - LovingPho.com..... Twitter [@lovingpho](https://twitter.com/lovingpho) (Klout 27, 3,100+ followers, 13,800+ tweets)
 - AirportHybridRentals.com Twitter [@hybridrentals](https://twitter.com/hybridrentals) (Klout 20, 2,980+ followers, 3,400+ tweets)

EXPONENTS, San Diego, California, Dec 2009 – Sept 2010

Marketing Communications and Multimedia Manager

Key Accomplishments:

- Developed, executed & managed an integrated marketing communications and social media plan to increase leads to direct sales and dealer sales network.
- Redesigned and re-launched SEO-friendly website with modern look and feel and stickiness, increasing from 1 to 4 leads per week in 5 months.
- Put into action a new CRM system and trained key personnel on CRM process best practices to manage 70 dealers and 500+ dealer sales personnel.
- Formalized direct email marketing campaign process using CAN-SPAM-complied html emails.

ISE Corporation, Poway, California, Jan 2005 - Aug 2008

Manager, Marketing Communications

Key Accomplishments:

- Contributed to ISE's backlog of over \$90M in sales in 2 years in North America and Europe.
- Strengthened brand identity, product recognition and overall company performance and reputation against 2 industry giants (GM and BAE Systems.)
- Supported management in 3 successful rounds of preferred stock financing resulting in infusion of more than \$50M into the business.
- Improved communication and collaboration efficiency by 50% between team members and with customers through implementation of online tools.

ADDITIONAL CAREER NOTES

Creative and Web Development Director, Bizx, LLC (2003 - 2005)

Web Applications Consultant, Web Applications Design (2001 - 2003)

Art Director, Web Development Director, Networld Solutions, Inc. (2000 - 2001)

Marketing Communications Lead, ISE Corporation (1998 - 2000)

President, SDCT Inc. Sportswear Manufacturing & Import/Export (1995 - 1998)

Marketing Communications, ISE Research Corporation (1993 - 1995)

Atlas Systems Engineer, Martin Marietta Space Systems (1992 - 1993)

Operations Analysis Specialist, General Dynamics Space Systems (1985 - 1992)

EDUCATION

Master of Science

Aerospace Engineering

San Diego State University, 1987

Bachelor of Science

General Engineering Double Major in Arts

University of Redlands, 1983

OTHER ATTRIBUTES, SKILLS & ABILITIES

- Broad experience in marketing communications, social media, online marketing and customer service.
- Strong writing, verbal & presentation skills with ability to write clear, concise marketing and technical materials.
- Deep knowledge in desktop publishing, printed publications, print buying.
- Complete working knowledge of professional graphic & video tools including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash,) Acrobat/Acrobat 3D & Final Cut Studio.
- Solid knowledge of website development, including HTML; led designers, programmers & developers on large web development projects.
- Expert level experience with both Windows OS and Mac OS with extensive experience MS Office tools (Word, Excel, PowerPoint) and online open-source software assessment and selection.