**[Sales Coordinator](https://www.postjobfree.com/resume/ad13sv/sales-coordinator-toronto-on-canada)**

**Location:**Toronto, ON, Canada

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**Resume:**

Suli Nguyen sulinguyenthu@gmail.com (647) 676 3357 Portfolio

Aspiring creative strategist, passionate about conducting thorough research and uncovering valuable

insights, seeking an opportunity within a boutique advertising agency or marketing department.

Experience

Sales Coordinator SMCP Group Toronto 10/2021 - Present

? Executed successful social media management by creating a personal shopper page, achieving a

reach of over 10,000 users in 2022.

? Tracked and evaluated digital advertising campaigns using key metrics, leading to 35% increase

in click-through rates and conversions.

? Contributed to performance reports and presentations, sharing actionable insights that resulted in

30% increase in strategic decision-making effectiveness.

? Worked closely with teams to executed A/B testing on Instagram and Redbook promotion,

resulting in a significant 20% increase in conversion rates.

Account Coordinator V Visual Ho Chi Minh city 05/2022 - 09/2022

? Acquired strong analytical skills by monitoring and evaluating the performance of digital

advertising campaigns, resulting in a 15% increase in click-through rates for Honda's online

campaigns.

? Conducted in-depth research on industry trends, staying informed through participation in

relevant forums and attending industry conferences.

? Utilized Google Analytics and social media analytics tools to gather, structure, and examine data

sourced from diverse digital marketing channels, including websites, social media platforms,

email campaigns, and paid advertising.

? Provided direct support to account managers, facilitating client communication for high-profile

accounts such as Honda and Pocari Sweat. This resulted in a 20% improvement in client

satisfaction through proactive problem-solving and effective campaign optimization.

Education

Bachelor of Creative Advertising Humber College Toronto 2020 - 2024

Credential

Advance Google Analytics Certificate 05/2022

Hootsuite Certificate 10/2023

Research Assistant Certificate 09/2022

Project

Thomas Bread Launching - King Ursa 03/2023

? Participate in the execution for Thomas Bread launching campaign competition, including market

research, key insight impressions, clicks, conversions, and ROI, and final presentation deck

Skills & abilities

Technical Skills: Adobe CC, MS Office, Research and Analytics, Keynote, Statista, Hootsuite

Languages: Fluent in English and Vietnamese, Beginner in Chinese (Mandarin).

Interests: Review product on social media, Spin class, Film and edit lifestyle video