

Johnny Nguyen



(Johnny) Thanh Trung Nguyen

0401 083 154

johnnynguyentnd@gmail.com

813/1 Villawood Place, Villawood NSW 2163

tiktok.com/@jn_creativelens

instagram.com/jn.creativelens

linkedin.com/in/johnnynguyen88

thecreativelens.com.au

OBJECTIVE

Highly creative marketing professional with a strong background in graphic design and marketing, adept at creating visually compelling content and campaigns. Seeking a role that allows me to take ownership of branding and design direction where I can leverage my expertise to drive impactful results for company success.

LANGUAGES

English Vietnamese

SOFTWARE KNOWLEDGE

Adobe Photoshop	
Adobe InDesign	
Adobe Illustrator	
Adobe Premiere	
Adobe Acrobat Pro	
Adobe Lightroom	
Adobe XD	
MS Office	
Design Editing Tools (Canva, CapCut, InShot, etc)	
Social Media Platforms	
Social Media Scheduling Tools	
CRM Tools (Mailchimp, Omnisend, VaultRE, etc)	
Website Builders (Wordpress, Wix, Shopify, etc)	

PROFESSIONAL SKILLS

Visual Communication	
Branding	
Marketing Strategy	
Digital/Social Media Marketing	
Creative Thinking	
Project Management	
Print Design	
UI/UX Design	
Photography	
Typography	
Web Design	
SEO	
Photo Editing	

WORK EXPERIENCE

2021 - PRESENT

Senior Digital Designer at Hitachi Construction Machinery Oceania (HCMO)

Parramatta, NSW

In my role at HCMO, I am primarily responsible for executing design creatives across all channels for HCMO's subsidiaries, including Hitachi Construction Australia (HCA) and CablePrice (CPL) in New Zealand. As the brand guardian, I ensure brand consistency and integrity by creating compelling visuals, overseeing branding strategies, and crafting impactful campaigns with messages that targets the brief's objective whilst being align to the company's brand identity.

2020 - PRESENT

Freelancer at The Creative Lens

Villawood, NSW

Working as a freelancer in my spare time, I excel in diverse projects including photography, brand creation, marketing materials, and website development for small businesses. I delivered exceptional quality, exceeding client expectations through effective communication, attention to detail, and creative problem-solving.

2020 - 2021

Marketing Manager at HOME789

Redfern, NSW

In this role, I successfully implemented efficient digital campaigns to deliver content across various channels, including social media, website, and EDM. This involved creating informative industry content, such as news and blogs, for the company's channels to enhance client knowledge and improve brand perception. I also optimised the company server, established proper file management for the marketing department, and introduced a robust CRM system and other industry software to replace outdated methods.

2017 - 2020

Marketing Director at Puff & Pop

Seaton, SA

During my tenure at Puff and Pop, I elevated the business to become one of Adelaide's top three recommended balloon companies on Google search. As the marketing director, I led all aspects of marketing, finance, and strategic direction. Alongside strengthening the company's branding, I secured partnerships with notable corporate entities such as SAFM, Morphettville Racecourse, ISUZU, and other influential organisations.

WORK EXPERIENCE (continue)

2014 - 2019

Senior Marketing Consultant/Sales at Edge Realty (formally known as Ray White - Golden Grove | Greenwith | Salisbury)

📍 Salisbury, SA

In this role, I oversaw the entire marketing department, from creating marketing materials to implementing social media and marketing campaigns. However, my major responsibility involved coordinating four office rebrands, including establishing the brand foundation for Edge Realty and its affiliated property management company, Premium Property Management Specialists. Additionally, I provided assistance in various other aspects of the business, including administration, sales, property management, recruitment, and IT support, due to staffing shortages. My commitment and dedication earned me recognition as one of the trusted and dependable employees within the company.

2013

Sales Associate at Ray White Elizabeth

📍 Elizabeth, SA

My key roles were open home inspections, cold calling, letterbox drop, organise legal documents, databasing and administration work before the team established Ray White Salisbury.

2011 - 2013

Graphic design assistant at Kaszazz

📍 Albert Park, SA

In this role, I provided support in various aspects of the creative process, including photography, photo editing, proofreading, and graphic design work.

RECENT PROFESSIONAL DEVELOPMENT

April 2021

Google Ads Certification / Google

📍 Online

Aug 2018

Digital Marketing Conference / DigiMarCon

📍 Sydney, NSW

2017

Digital Marketing Essentials Workshop / Stepps

📍 Sydney, NSW

2017

Getting the most out of your website and social media /

📍 Adelaide, SA

2017

Australian Digital Marketing Conference / Big Digital

📍 Adelaide, SA

2016

Getting Personal with Data Creative / Data Creative

📍 Online

2016

Marketing Master Class with Lisa Phillips / Ray White

📍 Adelaide, SA

2015

How to become a Master marketer seminar /

📍 Adelaide, SA

AWARDS

**1st Prize Youth Edition Front Cover Award
SA Weekend (2015) / The Advertiser**

📍 Adelaide, SA

EDUCATION

2011

Dreamweaver / TafeSA

📍 Modbury, SA

2007-2010

Bachelor of Visual Communications / UniSA

📍 Adelaide, SA

2003-2006

Fremont Elizabeth City High School

📍 Elizabeth, SA

2001-2003

James Busby High School

📍 Busby, NSW

EXTRA-CURRICULAR ACTIVITIES

2021

City To Bay / HCMO

📍 Sydney, NSW

2014-2017

A Little Ray of Giving / Ray White

📍 Adelaide, SA

2016

Anti-Bullying Art Submission / SA Weekend

📍 Adelaide, SA

2015

Front Cover Competition / SA Weekend

📍 Adelaide, SA

2012 & 2013

Artist Alley / AVCON

📍 Adelaide, SA

2013

Caricature for Charity / Make-a-Wish Foundation

📍 Burton, SA

2012

The Melting Pot / Art Exhibition

📍 Adelaide, SA

2010

All Good Things / Art Exhibition

📍 Adelaide, SA

INTEREST & HOBBIES

- Books & Podcasts
- Travelling
- Video Games
- Film & TV Series
- Golf
- Fitness

REFERENCES

Doris Pongrac-Nyffenegger

National Brand & Communications Manager

HCMO

Contact details upon request.

Steve Young

National Marketing Manager - Brand & Communication

HCMO

Contact details upon request.

REFERENCE LETTER

27th February 2019



Dear Sir/Madam,

RE: Reference for Johnny Nguyen

We Mike Lao & Amy Sim, Principals of Edge Realty highly recommend Johnny Nguyen to any employer.

Johnny has worked for us from 2nd September 2013 til 28th February 2019 starting as a junior Graphic Designer/Sales Support to becoming our Senior Marketing Consultant.

He has an excellent creative flair, marketing ability, passion for technology, an eye for detail and extensive experience in print, digital and social media marketing winning 2014 – Best Social Media Presence, 2015, 2016 and 2017 Top Office Digital Footprint at the Annual Ray White SA/NT Awards.

Some of his major accomplishments are the Edge Realty Rebranding from Ray White and his talent, skill-sets and abilities was essential to our business success from a start up in 2014 rising to become the No. 1 Ray White office in 2018.

During his employment, Johnny's abilities and experience can be summarised below:

- Social Media Marketing – content creation, sponsored promotional campaigns & competitions to increase page likes and drive lead generation
- Website – SEO, creating links, tabs and content
- Graphic design – Logo design, rebranding, style guideline creation, office & agent marketing materials
- Print media – creation and production of Brochures, Booklets, DL Flyers, Market Reports, Magazine, Posters, Vouchers on our Fuji Xerox Commercial Printer using Fiery Software and Guillotine
- Photography – Rental property photos & Floor plans, 3D matterport scans, Dusk photos, outsourcing editing to overseas
- Promotional materials – design and sourcing materials from local and overseas suppliers eg. Mugs, key boxes, metal and plastic pens, magnets,

Personally, he has a strong work ethic, is a relaxed, kind, friendly and funny person that gets along with everyone well and loved by all. Johnny would be an amazing asset to any business and has our highest recommendations. If you have any further questions with regards to his performance or character, please don't hesitate to contact either of us.

Kind regards,



Mike Lao
Principal

&



Amy Sim
Principal

Edge Realty
Shop 5, 25 Wiltshire Street
Salisbury SA 5108
T 08 8281 1234 | F 08 8281 1244
clientcare@edgerealty.com.au
edgerealty.com.au
RLA 256385

