

Profile
&
Objective



I am a creative digital marketer almost a decade of professional experience in visual branding. Please view my portfolio at www.SinhTruong.com for a small sample of my work.

Experience



Agility Collective // Creative Manager

August 2017 - Present

Agility Collective is a tech company specialized in brand building. Three primary brands live under the Agility umbrella with a variety of specialties including customized hair and skin care (www.Formulate.co), dental equipment (www.SmileBrilliant.com), and fashion accessories (www.JORD.co). After the first year I was offered a vested partner share of Jord.co.

Web Development - Construct product landers for new product launches. From copy to imagery, I am in charge of developing the story behind the product and creation of complimentary visuals.

Digital/CPC Advertising - Built and Manage CPC ads. I prepare and schedule holiday promotions as well as multi-level funnel advertising.

Social Media - As of April 2020, I inherited JORD's social media duties handling all scheduling, posting, giveaways, and imagery.

Photography & Videography - I am in charge of all digital content and brand visuals. I shot, edited, and retouched all brand content for Agility.

Graphic Design - I construct and design all lookbooks, package designs, instruction manuals, and any other digital/print brand content.

Product Development - Designe, develop, and prototype products including watches, branded goods, fashion accessories and bottles to name a few.

PRO EDU // Business Development/Marketing Manager

April 2016 - July 2017

PRO EDU is a creative education company specialized in online sales of digital tutorials. I was instrumental in growing the email list over 135% and sales by over 50% for 2017 vs 2016. Upon leaving, we closed out qtr 2 at \$860k vs our total net revenue of \$1,099k in all of 2016.

Web Development - Built and optimized new product pages in Shopify using a custom built theme. Managed site, new pages, plugins, and CRM/automatic marketing integration.

Social Media - Created and scheduled regular content using an SRM. In addition to themed post, constructed and ran regular giveaways via Gleam.IO

Email Marketing - Migrated RGG EDU from MailChimp to Ontropart to Infusionsoft. Built all automation trees and created weekly newsletters to maintain engagement and high open rates.

Digital/CPC Advertising - I was in charge of digital advertising and had \$8-15k/month (dependent on marketing calendar/product launches/etc.) to spend on digital ads. I completely revamped their digital marketing and after a full audit and rebuild, achieved a ROAS of 5+ average between prospecting & remarketing. (Screenshots can be provided)

Graphic Design - Everything from banner ads to print ads and e-books.

Business Development – Advised founders on strategic opportunities utilizing my network to develop and build industry partnerships.

General Marketing – Through a holistic approach to marketing, I utilized the best available tools to march potential leads down a sales funnel. From email automation to better content delivery, we successfully launched several projects and had record holiday sales.

F-STOP // Marketing & Design Team Leader

March 2011 - April 2016

When I started, we were a 5-year-old adventure company operating out of a 2-bedroom apartment. I became the second oldest tenure employee and an immediate key contributor to a niche brand trying to gather its legs. Fast forward 5 years later, the company then operated out of its own 40,000 sq. ft building with global sales and shipping from multiple warehouses to over 162 countries. In addition to photo specialized products, f-stop also collaborated with partner brands such as Canon, Red Bull and PhaseOne to create bespoke co-branded products.

SEO Optimization - Implementing a series of processes over several years, I improved f-stop's page ranks for keywords relevant to the brand. f-stop was listed as the first option when searching adventure photo/photography backpack and listed with the top options when searching adventure photography or outdoor photo/photography backpack.

Staff Pro Team - Built, scouted, and managed a global team of photo and video influencers. The Staff Pro Team included some of the top names of the industry such as Jimmy Chin, Tim Kemple, Colby Brown, Chris Burkard, and Devin Graham just to name a few.

The "Pillar Programs" – Built and managed multiple outreach programs referred to as the "Pillar Programs". These included educational industry programs for seeding products into the hands of industry trend setters.

Media Relations - We relied on creating genuine relationships with global media outlets in order to maximize press coverage. Over the years, we became close with writers and editors of many of the top major media outlets important to our brand from PetaPixel to Outside Magazine and Transworld.

Marketing Material and Content - I thrived on being creative and used my talents to build marketing content to expand f-stop's reach

Copy Writing - Responsible for most of f-stop's website language and content, I actively published entries with the intent of maximizing SEO.

Analytics, Oracle, SRM, Engagement – I managed all of f-stop's social platforms utilizing a range of tools to achieve optimal engagement.

Product Development – Responsible for product design of bespoke products for affiliate brands such as PhaseOne, RedBull, bMuse, and others.

Education



BFA in Industrial Design (Minor in BioChem) - University of Kansas Class of 2010

Began college a pre-med student and was one class away from finishing my bio-chem degree before switching to industrial design. Finished KU one of the top designers of my ID graduating class.

Skills



2D - Adobe CC - Photoshop, Illustrator, InDesign, Premiere, After Effects etc.

3D - Sketchup, Solidworks, Keyshot

Microsoft Office - Word, PowerPoint, Excel, Visio

Oracle SRM / InfusionSoft / Hootsuite / Buffer / Adwords / All contemporary Social Platforms

Web - Wordpress, Magento, Drupal, Shopify

Photo - Capture One, Lightroom, Photoshop

References



Sean Kirkland - **Director at PRO EDU** - 314.598.3726

Kevin Kelly - **Founder/Creative Director of Anti-Agency** - 314.249.6410

Dan Pollman - **Owner/Founder of Happy Medium** - 314.852.3414

Nick Wehrle - **Owner of Omega Health Products** - 618.363.4366

Viet Doan - **GM of TruDo Properties** - 603.475.3389

James Mackenzie - **Director of Visuals @ Bruton Stroube** - 314.703.5716

Easton Chang - **Owner of Easton Chang Photography** - Easton@EastonChang.com

Chris Doner - **Sr. UX Designer at Answers.com** - 314.397.2352

Rob Grimm - **Owner/Co-Founder of RGG EDU** - 314.795.9727

Thanks for the consideration. => Please visit www.sinhtruong.com for a small sample of my work. Feel free to message me for more work samples if you're looking for anything more specific to your needs.