

Celina Nguyen

Pixels with purpose. Projects with play.

INFO

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EDUCATION

University of Waterloo

Sept 2017 to Jun 2021 - Waterloo, ON

Bachelor of Global Business & Digital Arts

Royal Melbourne Institute of Technology

Jul 2019 to Dec 2019 - Melbourne, VIC

Global Exchange Program for Digital Marketing & Design

TOOLBOX

Adobe CC Suite	Microsoft Office
Google Apps	Figma
Shopify	Klaviyo
Slack	Asana
Notion	ClickUp

SKILLS

Print Design	Visual Design
Brand Identity	Illustration
Web Design	Social Media
Content Creation	Email Marketing
SMS Marketing	A/B Testing
Automations	Segmentation

EXPERIENCE

Retention Marketing Manager — Taken Digital

Nov 2023 to Present — Toronto, ON (Remote)

Managed 8+ client accounts, creating data-driven strategies, resulting in improved customer retention and lifetime value.

Designed and executed email and SMS campaigns, optimizing for engagement and conversion.

Built and optimized Klaviyo flows streamlining customer experience and increasing repeat purchases.

E-Commerce Manager & Digital Designer — Baraka Impact

Jul 2021 to Dec 2022 - Vancouver, BC (Remote)

Implemented marketing tools that enhanced customer engagement and conversion rates, resulting in a stronger, more effective sales funnel.

Managed Shopify store operations, keeping the online shopping experience smooth, up-to-date, and user-friendly, reducing customer friction and increasing sales.

Co-Founder — lilacstudios

Aug 2020 to Dec 2022 — Kitchener, ON

Launched and managed an online art shop on Shopify and Etsy.

Created promotional content and built an engaged social media community, increasing brand visibility and driving sales.

Graphic Designer — The UPS Store

Sept 2016 to Jul 2021 — Kitchener & Waterloo, ON

Designed branding and print materials for small businesses, helping them create a strong visual presence that resonated with customers and drove brand recognition.

Produced business cards, posters, and promotional items, supporting clients in expanding their reach and increasing sales.