

Anahlia Nguyen

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Philadelphia, PA

EDUCATION

Drexel University

Candidate for Bachelor of Science in Business Administration

Major: Marketing | **Minor:** User Experience & Interaction Design

Philadelphia, PA

Anticipated Graduation: Jun 2028

Honors: Dean's List Recipient

WORK EXPERIENCE

READING TERMINAL MARKET CORPORATION

Marketing Coordinator

Philadelphia, PA

Jul 2025 - Present

- Planned and organized large-scale market promotions and festivals with 23,000+ attendees, overseeing marketing collateral, sponsorship acquisition, sponsor benefit strategy, and promotional execution to drive revenue and brand visibility.
- Assisted in launching "The Market Merch" store, overseeing branding, merchandise curation, and promotional strategy that resulted in over 50% profit in the first month.
- Developed and implemented website-based marketing solutions to enhance visibility for businesses in the market.
- Recorded and analyzed website data using Google Analytics to identify trends and implement SEO improvements, resulting in increased website traffic and enhanced user engagement.

Digital Marketing Intern

Apr 2025 - Jul 2025

- Designed marketing materials including signage, event guides, vendor spotlights, and interactive displays to strengthen community engagement and improve user experience in the Market.
- Supported event logistics, vendor coordination, and on-site activations to enhance the visitor experience.
- Implemented multiple new pages on the WordPress website to promote seasonal and special events, improve vendor visibility, and deliver a seamless, user-friendly experience.

WSI WORLD

Marketing Intern

Glen Mills, PA

Jun 2025 - Aug 2025

- Reviewed 7+ business plans from small businesses to align project goals and digital strategies with each client's objectives.
- Helped manage and contribute to 3+ website design projects, improving user experience and ensuring designs met brand and business goals.
- Coordinated communication between 3 cross-functional teams (coding, marketing, and design) to streamline collaboration and enhance project delivery efficiency by 25%.

PROJECT EXPERIENCE

SIGMA PSI ZETA SORORITY, INC.

Secretary, Public Relation Chair, Recruitment Chair, Fundraising

Drexel University

Jun 2024 - Present

- Designed and produced multimedia content (graphics, videos) and developed social media campaigns on TikTok and Instagram, increasing event visibility by 16% and boosting audience engagement and follower growth.
- Managed organizational operations by recording meeting minutes, coordinating event schedules, maintaining shared calendars, and facilitating communication between committees and the executive board to ensure efficiency.

WEBSITE DESIGN AND DEVELOPMENT

Solo UI/UX Designer, Developer

Drexel University

Nov 2024 - Feb 2025

- Designed and developed a responsive website for tablet, mobile, and desktop platforms using HTML, CSS, and JavaScript in Visual Studio Code, ensuring seamless user experience across devices.
- Created wireframes and interactive prototypes in Figma to establish user-centered design principles, translating them into functional code for a visually appealing and intuitive interface.

SKILLS

Digital Media: UX, Software Design, User Research, Prototyping, Roadmapping, Visual Design, Graphic Design, Wireframing, HCI

Web Technologies: HTML, CSS, JavaScript

Languages: English and Spanish (Fluent)

TOOL KIT

Marketing & Project Management: WordPress, Google Analytics, Search Engine Optimization (SEO)

Productivity & Office Suite: Microsoft 365, Google Suite

UI/UX & Graphic Design: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Lightroom), Canva Pro, ProCreate, Miro

Website & Development: Framer, WordPress, Wix, Visual Studio Code