

Rina Nguyen

415-335-5794 | rinasnguyen@gmail.com | LinkedIn.com/in/rinasnguyen/ | rinanguyen.com

SKILLS

• *Relevant Skills:* Microsoft Office Suite (SharePoint, Excel, Word, Planner, Excel, PowerPoint), Canva, MailChimp, Figma, Wordpress, Drupal, SiteImprove, HootSuite, Meta Business Suite, Granicus, Constant Contact, Adobe Suite (Premiere Pro 2025, Lightroom 2025, Illustrator 2025, Photoshop 2025, Acrobat, InDesign 2025)

WORK EXPERIENCE

Public Information Representative I, City of San José Environmental Services Department February 2024 - Present

- Coordinate, produce, and edit over 35 videos ranging from short social media videos to long form recruitment videos
- Maintain, edit, and design the Environmental Services Department's (ESD) public and internal websites in accordance with departmental, County, State, and Federal policies and governance as Web Lead
- Manage the creative production process for video, photo, and webpage projects including gathering program requirements, developing timelines, providing creative direction, and interpreting programmatic information into effective communication
- Coordinate the design, translation, printing, and mailing for postcards including the yearly potable water rate notice postcard and New Year's recycling postcard to over 32,000 and 314,000 households in English, Spanish, Vietnamese, Chinese, Korean, and Tagalog
- Develop, coordinate, and maintain ESD's social media channels (Instagram, Facebook, X, LinkedIn, and YouTube) as Social Media Lead
- Train, assist, and troubleshoot department staff on digital ADA compliance as ADA Lead
- Maintain ESD's media assets including, photographing staff, events, and City locations, update divisional and departmental media libraries, coordinating CCTV video submissions, and managing video equipment
- Conduct, engage with, and lead community outreach events throughout San José representing Environmental Services

Web Content Assistant, County of Santa Clara Technology Services and Solutions July 2023 - January 2024

- Scheduled, created, proofread, and distributed daily email and intranet announcements to over 3,000 agency members
- Updated, maintained, and edited Social Service Agency's public and internal website content and structure in compliance with departmental, County, State, and Federal policies and governance (e.g. ADA compliance and web content readability)
- Migrated employee intranet content from SharePoint 2013 to SharePoint Online, built page layouts to increase user functionality, performed content audits, and provided end user customer support
- Trained business users on procedures and County standards for adding, editing, and deleting content on webpages

Graphic Designer, County of Santa Clara Technology Services and Solutions May 2022 - March 2023

- Created, edited, and coordinated flyers, brochures, banners, logos, logo usage guides, and email newsletter templates for various departments utilizing a variety of computer and graphic design tools
- Collaborated directly with customers through verbal and written dialogues to adjust designs to meet the needs of the organization
- Produced color systems, logos, and usage guides for applications from inception to completion within a timely manner

PROJECTS

Graphic Designer, Intern & Earn Website Layout Feedback May 2022 - March 2023

- Provided feedback on web page layout, content readability, photo choice, and language
- Presented my feedback to the customers resulting in the implementation of my feedback

Graphic Designer, CARMA Logo May 2022 - March 2023

- Created the logo for an internal case reviewing application from ideation to implementation
- Conducted research on colors, typography, and thematic concepts
- Procured the output material, including the different versions of the logo and a usage guide

EDUCATION

San Jose State University, San Jose, CA

B.S. Public Relations, Minor in Business

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EDUCATION

San Jose State University, San Jose, CA

Aug. 2018 - May 2022

B.S. Public Relations, Minor in Business

GPA - 3.8

Relevant Coursework: Social Media Analytics, Campaign Management, Strategic Social Media

Awards: Magna Cum Laude, Dean's Scholar

SKILLS / INTERESTS

- *Relevant Skills:* Microsoft Office Suite, Google Workspace, Canva, SharePoint, MailChimp, Figma, Wordpress, Drupal
- *Technical Skills:* Audition 2022, InDesign 2023, Illustrator 2023, Photoshop 2023, Premiere Pro 2021

WORK EXPERIENCE

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July 2023 - Present

- Update, maintain, and edit Social Service Agency's public and internal website content and structure in compliance with departmental, County, State, and Federal policies and governance (e.g. ADA compliance and web content readability)
- Migrate employee intranet content from SharePoint 2013 to SharePoint Online, build page layouts to increase user functionality, perform content audits, and provide end user customer support
- Train business users on procedures and County standards for adding, editing, and deleting content on webpages
- Gathers and integrates esthetic design layout and formats and posts content on the appropriate web portals and sub-sites
- Sort, file, and organize content and materials into folders, lists, and document libraries, determining and classifying materials by nature of subject or numerical order
- Schedule, create, proofread, and distribute daily email and intranet announcements to over 3,000 agency members

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- Communicated and troubleshooted with customers about their tickets in Cherwell Service Management

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INVOLVEMENT

Social Media Manager, Rotaract Club at San Jose State University

Oct 2021 - May 2022

- Provided an engaging platform for potential and current members through vibrant visuals, interactions with our publics, and consistently uploaded content
- Designed promotional material such as, flyers, banners, and forms, consistent with club branding
- Curated, scheduled, and posted to organization Instagram and LinkedIn pages
- Wrote, produced, and coordinated production of weekly email newsletters on MailChimp

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Rina Nguyen (2022)

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WORK EXPERIENCE

Graphic Designer, County of Santa Clara Technology Services and Solutions

May 2022 - March 2023

- Created, edited, and coordinated flyers, brochures, banners, and logos for various departments
- Collaborated directly with customers through verbal and written dialogues to adjust designs to meet the needs of the organization
- Maintained content and structure in compliance with departmental and County policies on the Social Services Agency's public and internal website
- Scheduled, created, proofread, and distributed daily email and intranet announcements to over 3,000 agency members

Marketing and Outreach Intern, Life Services Alternatives (LSA)

June 2021 - Oct. 2021

- Curated, scheduled, and posted content on our four platforms (Instagram, Twitter, Facebook, and LinkedIn) cultivating LSA's online presence
- Created flyers, videos, infographics, pamphlets, newsletters, and presentations adhering to company branding
- Contacted over 50 local businesses in the South Bay, procuring over \$10,000 in donations
- Researched and contacted local South Bay public relations agencies resulting in relations between LSA and public relations pro-bono contacts

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- Wrote, produced, and coordinated production of weekly email newsletters on MailChimp

Marketing and Outreach Intern, Blog Posts

June 2021 - Oct. 2021

- Wrote blog posts such as listicles and reflections pieces for LSA's blog
- Maintained assets by updating content and created thumbnail and banner graphics