

SUNNY D. SYSOMPHOU | B.S Candidate in Marketing

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SUMMARY

Driven marketing specialist with a strong foundation in digital marketing, social media strategy, and market research. I have hands-on experience in spearheading successful social media campaigns and implementing SEO and email marketing strategies. My roles have included enhancing the online presence of educational institutions, leading marketing efforts for app launches, and improving guest experiences in the hospitality industry. A proactive problem-solver and team player, I excel in cross-cultural communication and collaboration, consistently achieving outstanding results.

SKILLS

Digital Marketing & Social Media Strategy • SEO & Email Marketing • Market Research & Analysis • Content Creation
Marketing • Sales Operations • Cash Management • Customer Service • Retail • Video Editing • Digital Photography •
Artificial Intelligence for Business • Generative AI • Product Marketing

EXPERIENCE

Social Media Ambassador | Johnson & Wales University September 2023 – Present

Responsible for leading social media campaigns and optimizing content to enhance presence and engagement.

- Increased online engagement by 25% by developing and executing targeted social media campaigns that resonated with the target audience.
- Increased audience interaction by 20% by conducting market research and tailoring content to match audience preferences.
- Increased organic social media platform traffic by optimizing content reach through keyword research, on-page SEO improvements, and link-building tactics.

Front Desk Associate | Marriott International -Aloft Providence September 2023 – Present

Developed and implemented local promotion strategies, enhancing overall guest experience and boosting hotel service utilization.

- Increased guest satisfaction scores by 15% by providing personalized recommendations for local attractions, dining options, and events.
- Reduced wait times by 20% by streamlining check-in and check-out processes through efficient management of guest information and pre-preparation of registration documents.

Launch Lead Ambassador | Fizz Corporation September 2023 – October 2023

Curated creative marketing efforts to boost app visibility and user engagement.

- Achieved 70% increase in app downloads, reaching 850, by executing strategic campus outreach and interactive on-campus events, leading to a 35% increase in user engagement and a 40% boost in app visibility.
- Enhanced user retention by 20% through targeted optimizations based on in-app analytics.

Marketer (Club Member) | Distributive Education Club of America (DECA) September 2023 – Present

- Participated in two competitive business simulations during DECA Engage and ICDC, applying strategic thinking and problem-solving skills to real-world scenarios, including market analysis, competitor evaluation, and financial planning.
- Collaborated with a team of five to develop innovative marketing strategies, honing leadership and teamwork abilities. I led the team in creating a data-driven social media campaign that utilized targeted advertisements and engaging content, boosting brand awareness and customer engagement

EDUCATION & CERTIFICATIONS

Education: Bachelor of Science in Marketing, **Johnson & Wales University Providence**

Certifications: Advanced Product Marketing • B2B Marketing Foundations • SEO Foundations • Copywriting for Social Media
Excel Essential Training (Microsoft 365) • Generative AI for Digital Marketers • Social Media Marketing Strategy TikTok and
Instagram Reels • Market Research Foundations

TECHNICAL SKILLS

Microsoft Office Suite (Excel, Word, Power Point, Outlook, Access, Visio, Teams, SharePoint) • Google Workspace • Google
Analytics • Canva • Adobe (Photoshop, After Effects, Premiere Pro, Lightroom)

LANGUAGES

English (Native/Bilingual), *Lao* (Native /Bilingual), *Thai* (Native /Bilingual)