



## Billy Tran

Graphic Designer / Digital Marketer

### Contact

Portfolio: [www.BillyTran.design](http://www.BillyTran.design)

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### Education

**San Jose State University**

BA Graphic Design | May 2022

### Certifications

**Digital Marketing & E-commerce**

**Professional Certificate**

Google | 2024

**Marketing: Copywriting for Social Media**

LinkedIn Learning | 2024

### Programs

Illustrator, Indesign, Photoshop, Lightroom, Figma, AfterEffects, Premiere Pro, Dreamweaver, Google Analytics, Canva, Wordpress, Mailchimp Amazon A+ Content, Procreate, Notion, Microsoft Office

### Skills

Graphic Design, UX Design, HTML/CSS, Illustration, SEO, Package Design, Email Design, Brand Design, Product Design, Marketing Design, Infographic Design, Presentation Design, Product Design, Typography, Print, Prototyping, Iconography, Performance Analytics, Marketing Copywriting

### Interest

Photography, Cooking, K-pop, EDM, Karaoke, Fashion, Video Games, Hiking, Drawing, DIY crafts, Traveling, Fitness

## Experience

### Creative Content Manager

Pelican Group Ventures | Oct 2024 - Present

- Formulate and execute comprehensive content marketing strategies to drive organic traffic and enhance brand visibility
- Manage content creation across email marketing and social media platforms, utilizing tools like Active Campaign, Hootsuite, Canva, and Adobe Photoshop
- Craft digital marketing materials including social media ads, email campaigns, and banners
- Optimize website and digital assets through targeted SEO practices, including keyword research and content audits

### Freelance Graphic Designer

Billiam Designs | 2021 - Present

- Works with 20+ clients to define requirements, graphic essentials and brand strategies leading to consumer satisfaction
- Partners with clients like Stanford's Linear Accelerator Lab and SAP SuccessFactors to develop visually engaging information graphics that effectively communicate complex data.
- Helps small businesses from branding to logo design, marketing, strategy, & digital content that contributed to a 30% increase in brand recognition
- Creates impactful promotional materials for organizations like Santa Clara County, successfully driving event attendance & interactions.
- Illustrates marketing collateral & merchandise for returning client Katani Orlando, ensuring brand consistency across multiple events and contributing to increased attendee engagement

### Lead Graphic Designer

élan beauté & supplies | Dec 2022 - Sept 2024

- Supervised a team of designers & interns to delegate tasks including marketing assets, branding & package designs, while effectively troubleshooting and resolving various project inquiries through feedback and mentorship
- Led creative direction for company collaborations such as winx club, product launches, & branding to reinforce élan's brand visibility
- Developed a cohesive visual identity across all marketing design collateral, resulting in a stronger brand presence and a 3% increase in conversions
- Designed in-house marketing graphics on multiple platforms; social media, events, flyers, and apparel to increase brand awareness, contributing to 17% growth in followers
- Collaborated with marketing team to design seasonal themes and craft compelling copy that enhanced product storytelling, leading to a 15% increase in seasonal sales

### Graphic Design & Digital Marketer

Dr.Loo's Natural Remedies | Mar 2019 - Jul 2021

- Communicated with client to create deliverables catered to their visions, standards, & goals
- Conducted market research and competitive analysis to identify product trends and opportunities.
- Researched & developed digital marketing strategies, analytics, art direction, user experience, & social media presence aligning to Dr.Loo's brand guidelines

### Graphic Design & Leadership Intern

RISING internship | Sept 2019 - June 2020

- Spearheaded branding & design assets for internship class, including logos, graphics, while developing leadership skills.
- Utilized multi-media methods such as photography to reinforce graphics for social media posts