

# DOAN NGUYEN

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## WORK EXPERIENCE

**PayPal** — Austin, TX

6/2021 – Present

*Senior Content Designer (promoted from Content Designer in April 2023)*

- Planned, wrote, and edited SEO-optimized content for PayPal.com's web and mobile experiences
- Transformed product marketing narratives into clear and compelling messages for small-to-medium businesses
- Led copywriting efforts during the redesign of PayPal.com's SMB segment pages, which helped improve sign-up starts
- Collaborated with designers and developers on page layout and visual tone using tools like Figma
- Managed legal and compliance reviews to ensure consistency and viability across global markets
- Onboarded and mentored junior team members on brand voice/tone and project processes

**Indeed.com** — Austin, TX

6/2019 – 5/2021

*Junior Copywriter*

- Wrote copy for email marketing campaigns, product landing pages, event activations, video scripts, and more
- Spearheaded the adoption of Indeed's new global brand marketing guidelines for all copywriting projects
- Collaborated with a team of designers to present creative marketing solutions to stakeholders across the company

**Convey** (acquired by project44) — Austin, TX

*Marketing Intern*

- Wrote SEO-optimized blog content that helped increase organic traffic by 30% over two quarters
- Performed research on consumer behavior for account-based campaigns
- Wrote copy for email marketing campaigns to help increase conversion rate

**Indeed.com** — Austin, TX

5/2018 – 8/2018

*Content Marketing Intern*

- Conducted competitive research and audited existing content in order to optimize performance
- Collaborated with sales and product teams to develop new and relevant B2B content pieces
- Wrote effective and concise copy for Facebook, Twitter, and web landing pages to promote external events

**Indeed.com** — Austin, TX

6/2017 – 11/2017

*Event Content Intern*

- Wrote and edited content for presentation decks, infographics, and other marketing materials
  - Researched and pitched over 80 external speaker ideas for the company's flagship HR conference
  - Updated over 150 content inventory assets with new data and localized content for international markets
  - Observed video analytics to recommend quarterly updates and strategic improvements
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## EDUCATION

**The University of Texas at Austin**

2015 - 2019

Bachelor of Science, Advertising (Texas Creative Portfolio Sequence)

Business Foundations Certificate

**Hanyang University**

8/2018 - 12/2018

Media Communication Exchange Program in Seoul, South Korea

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## ADDITIONAL INFORMATION

Skills: Adobe Creative Cloud, Microsoft Office Suite, Figma, Miro, WordPress, copywriting, social media, email marketing

Languages: Fluent in Vietnamese

Interests: Event planning, karaoke, sushi buffets, couponing

Work Eligibility: Eligible to work in the U.S. with no restrictions