



NADIA H. LE

BA COMMUNICATION STUDENT AT SIMON FRASER UNIVERSITY | REGISTERED RGD STUDENT

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EDUCATION

SIMON FRASER UNIVERSITY

Sep 2017 - 2021 | BA Communication

Double Minor Candidate in Interactive Arts + Technology and Publishing.

CERTIFICATIONS

HUBSPOT

Apr 2019 - May 2021 | Social Media

Learned how to develop and apply an inbound social media strategy. Other skills include incorporating best practices, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

SKILLS

DESIGN

Graphic, Visual Design
Website Design (CMS)
UX, UI Design
Branding & Identity
Creative Direction
Editorial Design
Video Editing, Basic Animation

SOCIAL MEDIA

Writing, Blogging, Copywriting
Social Media Management (Hootsuite, Tweetdeck)
Account Stories (Snapchat, Instagram)
Social Media Marketing, Content Creation (Hashtags, Keywords, Bit.ly, Algorithms, SEO, User Engagement Strategy, KPIs, A/B Testing)

WEB

HTML/CSS
CMS Platforms (WordPress and Elementor, Squarespace, Webflow)
File Hosting (Google Drive, Dropbox)

SOFTWARE

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, XD)
iMovie, Final Cut Pro X
Project Management Software (Slack, Basecamp, Asana, Toggil)
Scrum
Prototyping and Wireframing (Omnigraffle Pro, Balsamiq, InVision)
Mac OS X and Windows
iPhone 7+

OTHER

Pen and Paper
Daily Planner

WORK EXPERIENCE

NADIA LE

Sep 2014 - Present | Freelance Graphic Designer & Social Media Coordinator

Involved in the collaboration of clients and organizations to create either aesthetically pleasing and engaging designs, or implementing and curating a social media strategy to suit the needs of their respective audiences through the means of visual design and communication.

SIMON FRASER UNIVERSITY

Jan 2019 - Present | Campus Tour Guide

On-call position. Working with the Manager of Student Services.

VOLUNTEER EXPERIENCE

HER CAMPUS, SIMON FRASER UNIVERSITY CHAPTER

Sep 2018 - Present | Junior Marketing and Public Relations Coordinator

Working with the Marketing and PR Director on all initiatives related to promotions, branding, and publicity. Preparing monthly email campaigns on MailChimp to feature articles, upcoming events, and involvement opportunities, designing and distributing marketing collateral such as print posters for recruitment and events, all while following campus and international brand guidelines when creating promotional materials.

HER CAMPUS, SIMON FRASER UNIVERSITY CHAPTER

Sep 2017 - Present | Writer

Contributes original, written articles for the Simon Fraser University chapter on a bi-weekly basis for publication. Article topics range from education and college life, to student features, to holiday-themed posts.

SFU CANADIANIZED ASIAN CLUB (CAC)

Sep 2017 - Apr 2019 | Communications Coordinator

Worked with the Communications Director. Creates the club's image through a variety of media and promotional materials.

PROJECT EXPERIENCE

WWW.CACONLINE.CA

Sep 2018 - Present | Website Designer

Revamped the existing website of the SFU Canadianized Asian Club (CAC), using WordPress and plugins such as Elementor and Jet Elements. New and existing pages were revitalized by taking the feedback and suggestions of CAC's membership body, making for a desktop-friendly experience.

Led the process from its design brief, research and ideation, visual design, development, launch date and promotion on social media, and ongoing maintenance. Led a team of three to work with copywriting, photography, and social media promotional duties.

SFU CAC'S MEMBER'S APPRECIATION NIGHT

Feb - Mar 2018, Mar - Apr 2019 | Design Lead

Elected twice in a row from the Formal Chairs of Member's Appreciation Night, an annual event hosted by SFU CAC. Working from an existing theme developed by the Formal Chairs, designed digital collateral, such as social media graphics, email campaigns, and GIFs, to print collateral, such as posters and tickets, leading up to day of the event.

SFU SCHOOL OF COMMUNICATION (@SFUCMNS on Instagram)

Aug 2018 | Instagram Story Takeover

Was asked to conduct a student takeover via Instagram Stories on the SFU CMNS Instagram account from the Social Media Manager, based on my extensive involvement in the SFU student community. Through storytelling, led ~1000 organic followers through SFU Welcome Day 2018, an all-day event for incoming first-year students. Engaged with followers by utilizing the Polls and Questions features, and included facts and tidbits about the program, faculty, and school itself. Sought additional social media marketing opportunities under a spontaneous, large-scale event, notably through hosting an Ask Me Anything (#AMA) segment.