

# Kristina Nguyen

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## Education

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The University of Texas at Austin      Bachelor of Journalism with Honors      Dec. 2018  
GPA: 3.8      Minor: Women's and Gender Studies  
Bachelor of Arts with Honors, American Studies

## Experience

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**Asian American Resource Center** – Graphic Designer, Marketing Assistant      Nov. 2019–Present  
Designed, developed, and refined digital and physical assets for programs and events  
Provided creative direction for marketing materials and various projects  
Handled the creation and distribution of the weekly email newsletter via Mailchimp  
Facilitated the translation and alignment of departmental and design goals and improved project processes

**Google via Vaco** – Content Curator, Auditor Lead      Oct. 2019–Present  
Curated, created, and top-edited highly trafficked real-time content for Google News, Search, and other pilot projects  
Managed and refined multiple workflows involving content covering a wide range of trending topics  
Audited written and visual media for global sister teams in line with a consistent editorial style and voice  
Assisted in overseeing the auditing team while providing daily feedback and guidance

**Silk Club** – Founder, Executive Director      Jan. 2018–Dec. 2019  
Founded Silk Club, an organization for Asian female creatives  
Spearheaded the production of QUIET!, a bi-annual 60+ pg. publication showcasing creative works for and by Asian creators  
Managed the organization's finances, marketing, outreach, brand identity, and online presence  
Coordinated all committees in the execution of Silk Club projects, events, and community engagement efforts  
Guided the development of content from concept to completion

**The Daily Dot** – Editorial Intern      May–Aug. 2018  
Authored articles on a broad spectrum of topics including politics, entertainment, and internet culture  
Planned and researched pitches, interviewed sources, and worked with senior editors to polish stories  
Monitored media outlets for relevant news and aggregated online content  
Edited articles in accordance with AP Style and Daily Dot style guidelines  
Developed content with a focus on SEO and social media optimization

**ORANGE Magazine** – Writer, Style Editor, Managing Editor      Aug. 2016–May 2018  
\* Awarded "Best Style Story" and "Best Style Writer" in Fall 2016 and "Rising Star" in Fall 2017  
Composed online stories and print magazine features with a focus on local style, culture, and identity  
Cultivated, refined, and edited pitches and articles  
Collaborated with other senior editors to curate content, organize events, and develop organizational resources  
Supervised the production of website and print publication content by editorial staff

**Texas State Historical Association** – Copyediting/Copywriting Marketing Intern      June–Dec. 2017  
Authored marketing copy and created promotional materials for the e-commerce store, contributing to a YoY increase in sales  
Collaborated with senior marketing team members to strategize and execute marketing campaigns  
Worked with history department managers to ensure accurate, clear, and consistent copy in accordance with Google Analytics insights and SEO guidelines  
Reviewed the work of the digital marketing team for errors in spelling, grammar, and punctuation

## Skills

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Copywriting  
Copyediting  
AP Style

Style Guides  
Google Suite  
Mailchimp

Photoshop, Illustrator, Indesign  
Social Media Management  
Event Production

Photo Art Direction  
Publication Design  
Print Production