

David Le

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EDUCATION University of California, Davis

Bachelors of Arts in Psychology Graduated August 2014

SKILLS

Leadership:

Training and coordinating a large team, leadership education and training, concept and project development and execution

Computers:

Experience professionally using PC and Mac systems, Microsoft Word, Power Point, Outlook, Excel, Adobe Photoshop, InDesign, HTML/CSS, Bootstrap js, Javascript, Cascading Management Systems, Wordpress, Google Adwords, and MSN Ad Center

Social Media:

Experience managing marketing channels such as HootSuite, Facebook, Yelp, Twitter, LinkedIn

Communication:

High quality public, one-on-one, and small group speaking skills, innovative mass communication abilities, Comfortable and confident in personal professional presentation, and excellent interpersonal abilities

EXPERIENCE

No Youth Left Behind Foundation of America

November 2015 - Present

Marketing Director

- Managed company Website information and design through Wordpress platform
- Analyzed and brainstormed plans and recruitment process of College interns for program campaign
- Directed marketing campaign through the gathering and creating content for social media platforms
- Create Graphics and Print Materials through use of Adobe Suite Products
- Brian stormed ways to improve company work environment and program processes

Belami Inc, 1stopping.com

April 2015 – June 2015

Marketing Associate

- Experienced in Internet marketing, search engine optimization/SEO, search engine marketing/SEM, Pay Per Click Marketing
- Actively make recommendations and formulating testing structure for keywords, ad copy, landing pages and position to optimize campaign to achieve designated performance objectives
- Suggested website changes for usability, information architecture, and SEO benefit

Educational Opportunities Program

August 2013-October 2014

Graphic Designer

- Managed web site content through updating new events and resources on web management system
- Coordinated scheduling, editing, and timely deployment of printed and web materials
- Designed newsletter templates and flyers to outreach to over 4000 students

Educational Opportunities Program

April 2013-June 2014

Teachers Assistant

- Taught college level seminar on organizational, time management, and campus resources
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COMMUNITY INVOLVEMENT

Koinonia Campus Fellowship

- Managed a team of 16 people to plan and implement logistics of the annual Veritas Forum for an audience of 500+ people
- Led a group of 20+ college students to set up weekly church service including AV equipment
- Organized bible studies and discussion groups of over 30+ people