

CLAIRE DAO

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Marketing and Communications Co-op

Motivated Digital Marketing student with hands-on experience in content creation, business development, and strategic planning. Demonstrated success in social media management, marketing communications, and internal process improvement across international settings. Certified in HubSpot CRM and proficient in Adobe Creative Suite, with a strong ability to craft compelling marketing assets and collaborate in hybrid environments. Passionate about sustainability and innovation, with a proven record of supporting cross-functional teams in dynamic and fast-paced industries.

SKILLS

HubSpot CRM	Social media management	Google Analytics 4
Adobe InDesign	Project Coordination	Business Planning
Web Development (Wix, WordPress)	Market Research & Analysis	Content Creation

Education

Douglas College, New Westminster, BC (expected completion) September, 2026
Digital Marketing Post-Baccalaureate Diploma | GPA: 3.80

Foreign Trade University, Ho Chi Minh City Campus, Vietnam (completion) July, 2022
Bachelor of Business Administration | GPA: 3.26

Academic Coursework and Projects

MARK 3340: Promotional Strategy – B2B Promotional Strategy for Luna Glamping *September - December, 2024*

- Collaborated in a 6-member team in creating a B2B marketing campaign targeting vineyard owners in California, using market research, competitor analysis, and promotional strategy.
- Gained hands-on experience in project planning, stakeholder targeting, and digital channel optimization
- Achieved top-grade recognition for campaign creativity, branding alignment, and teamwork effectiveness.

CMNS 3400: Document Design – Document Project *January - April, 2025*

- Created a 16-page travel booklet “Longing for Dong Van” using Adobe InDesign.
- Gained skills in layout design, typography, and visual storytelling, wrote original travel content based on research of local culture and geography.
- Managed project timelines and organized multi-section content, practiced ethical image use by seeking photographer permission.

Relevant working experience

Bin Tech Inc, New Westminster, BC April 2023 – April 2024
Business Developer

- Developed and maintained the company’s website to improve brand visibility and user experience
- Created and scheduled social media content for LinkedIn and Facebook, boosting engagement by 25%
- Conducted market research to identify B2B leads and supported outreach strategy for new clients

KMS Technology, Vietnam June 2021 – June 2022
Process Admin Intern

- Assisted the Center of Excellence (CoE) in conducting internal audits across 10+ technology projects
- Supported the update of process documents and tracked CoE performance metrics
- Participated in requirements gathering for an internal analytics dashboard adopted by 100+ staff
- Collaborated cross-functionally with audit managers and department heads to enhance internal process efficiency