

Christina Tran

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Career Highlights

I am an enthusiastic, creative and detail-oriented Digital Marketer with expertise in content creation, social media management and SEO. My current role has given me hands-on experience in all aspects of office administration, allowing me to develop strong organisational and multitasking skills.

With a strong background in customer engagement, email marketing and digital campaigns, I excel at creating compelling content and managing online platforms.

I am proficient in Canva, Mailchimp, Microsoft Office and Google Analytics, using these tools to boost brand visibility and drive measurable results. I look forward to bringing my expertise to your team and contributing to your business growth.

My Milestones:

- Awarded Virgin Australia Guest Service Officer of the Quarter for consistently delivering outstanding customer service and resolving complex issues.
- Developed automated welcome emails and an email course using Mailchimp, surpassing KPIs by 6%, resulting in increased subscriber growth and higher open rates.
- Created and managed multi-channel content campaigns (seasonal and evergreen) across various social media platforms to drive engagement and audience growth.
- Leveraged Google Analytics to monitor performance metrics, evaluate results and adjust strategies to improve marketing ROI.

My Certification

- Certified Digital Marketer – *CareerFoundry*, Australia Apr 2024 – Dec 2024

Key Skills & Core Competences

Marketing Strategist | Content Creation & Social Media Management | Verbal & Written Communication |
Website Management | Analytics & Reporting |

Technical Abilities

- Wordpress, Wix, Ad Managers, Microsoft Office Suite, Canva, Mailchimp, Google Analytics, SEMrush, Moz, Ai, SEO, Email Marketing, Google Ads and Meta.

Professional Experience

Alexander Heights Family Practice

Jul 2022 - Current

Medical Administrator

Managed patient scheduling, billing, and records and facilitated communication between patients and physicians. Additionally, I was appointed to maintain the company website and assist with recruitment, training, and onboarding of new staff.

Key Accomplishments:

- Assisted in executing email marketing campaigns that led to a 10% increase in patient sign-ups for new procedures.
- Managed the practice's website and social media, ensuring regular updates and optimising content to increase patient engagement and online presence.
- Developed and implemented better workflow processes to improve communication and efficiency between staff and physicians.

Virgin Australia Airlines

May 2018 – Aug 2021

Guest Service Officer

Delivered exceptional customer service by promptly resolving issues and ensuring high levels of passenger satisfaction during check-in and boarding. Additionally, collaborated with the captain and cabin crew to support smooth flight operations, managed delays effectively and communicated disruptions clearly.

Key Accomplishments:

- Consistently exceeded daily KPIs for on-time departures by efficiently managing boarding and coordinating with staff under high-pressure conditions.
- Resolved complex guest conflicts by assessing issues, collaborating with the team, and achieving customer satisfaction scores above performance targets.

Indonesian Stock Exchange

Jan 2018 – Feb 2018

Market Research Intern

Assisted in analysing financial data to identify trends and provide actionable insights for decision-making. Additionally, collaborated with professionals on key research projects to deliver comprehensive presentations on market performance and competitor analysis.

Key Accomplishments:

- Assisted in optimising financial analysis by identifying trends and improving the efficiency of market forecasting.
- Delivered detailed presentations on competitor insights, guiding strategic recommendations and informed decision-making.
- Collaborated on market research, providing valuable insights that supported project goals and improved team responsiveness to market changes.

Professional Education

- Graduate Diploma in Psychology | University of Adelaide Aug 2021 – Mar 2023
- Bachelor of Commerce in Finance and Banking | Curtin University of Technology Feb 2016 – Jul 2019
- Business Professional Practicum | ACICIS Study Indonesia Dec 2018 – Jan 2019

Interests

- Content creation focused on emerging digital trends in the consumer industry.
- Reading books on psychology and consumer behavior, with a particular interest in evening shifts and consumer preferences.