

# Cathy Le

Cathyle00@gmail.com  
Itscathyle.com

## EXPERIENCE

### Digital Content Creator

Crosby Volkswagen | 2023 - Present

- Created digital content shared across diverse social channels to contribute to a notable 5% increase in quarterly engagement
- Produced video content, managing the full process from script creation to post-production editing, utilized for monthly ad campaigns

### Social Media Manager

MixBloom | 2022 - Present

- Oversaw the creation of digital graphics and videos for social media marketing initiatives, successfully achieving all key performance indicator (KPI) goals for stakeholders
- Engaged in effective management and communication with a diverse clientele exceeding 20 individuals

### Lead Brand Strategist and Product Designer

Year Zero Studios | 2021 – 2022

- Collaboratively developed robust brand strategies and identities, ensuring the success of projects and client satisfaction
- Designed high-functioning mobile and desktop prototypes and wireframes on Figma, contributing to the successful delivery of projects
- Implemented user testing to create websites that deliver a superior user experience

### Brand Designer

Sweet Escape Cookies | 2022

- Created a comprehensive brand guide, establishing a unique brand identity for the client
- Managed and crafted marketing content, bolstering the online presence and driving increased sales

## EDUCATION

### Bachelor of Global Business & Digital Arts

University of Waterloo  
Waterloo, ON

## TOOLS

Adobe Creative Suite

Figma, Sketch

Canva

Wix, Squarespace, WordPress

## LANGUAGES

English

Vietnamese

## AWARDS

Stratford School of Interaction  
Design and Business Project  
Showcase (2019)

City of Kitchener Poster Design  
(2018)