

TIEN T. NGUYEN

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PROFESSIONAL EXPERIENCE

PRESIDENTIAL INAUGURATION COMMITTEE

Washington, DC

Events and Ceremonies Staff

January – January 2021

- Assisted in the planning and execution of the official inauguration ceremonies at the U.S. Capitol in collaboration with the Joint Congressional Committee on Inaugural Ceremonies

BIDEN-HARRIS TRANSITION

National

Advance Lead

November 2020 – January 2021

- Served as the primary RON advance for Vice President-Elect Kamala Harris and Second Gentleman-Designate Doug Emhoff

BIDEN FOR PRESIDENT

National

National Advance Lead & Studio Producer for the Running Mate's Spouse

August 2020 – November 2020

- Production lead for Doug Emhoff's virtual events, interviews, and direct-to-camera recordings
- Produced and executed principal and surrogate virtual events over Zoom for broadcast and live stream across virtual and social platforms
- Site lead for principal campaign events including car rallies, voter registration launches, and canvas kick-offs

MIKE BLOOMBERG 2020

New York, New York

National Trip Director, Eastern Region

December 2019 – March 2020

- Directed nearly 40 candidate trips, over 60 surrogate trips, and three bus tours across 25 states, serving as the intermediary between campaign leadership and state teams to advise candidate travel and surrogate allocation based on data analytics, state polling, political objectives, and messaging strategy
- Led the digital engineering team to develop a national SMS text platform to capture voter data at events, resulting in an 80% increase in voter data capture
- Developed interdepartmental systems and processes—including implementing a reporting structure—for the successful scheduling and execution of trips

KAMALA HARRIS FOR THE PEOPLE

National

National Advance Lead

April – December 2019

- Produced messaging events from concept development to execution across the country
- Trained all new advance staff and managed teams of up to 20
- Coordinated all logistics for candidate trips including securing venues and negotiating contracts with vendors

GIUFFRIDA ASSOCIATES

Washington, DC

Client Services Manager

July 2017 – April 2019

- Account lead on two aerospace association accounts and supported several government conference contracts
- Led, advised, and implemented restructuring of client revenue streams and increased annual revenue by 68%
- Organized monthly speaker series for clients as well as fundraisers and annual galas

HILLARY FOR AMERICA

National

Advance Site Lead

July 2016 – November 2016

- Produced messaging events, rallies, interviews, and meetings for candidates and campaign surrogates nationwide
- Coordinated and negotiated with Secret Service, local officials, venues, and vendors to build and execute events
- Worked with the press team to manage media logistics and managed crowd logistics for thousands of attendees

WOMEN IN PROGRAMMATIC

Singapore

Co-Founder

November 2014 – July 2016

- Co-founded this professional network to create a forum for women within the programmatic advertising industry to share knowledge and empower one another through hosting events and workshops

PROFESSIONAL EXPERIENCE CONTINUED

EYEOTA**Singapore & Ho Chi Minh City, Vietnam***Global Marketing Communications Manager*

June 2015 – November 2015

- Managed the development, creation, and delivery of sales and marketing materials across 5 markets including the United Kingdom, United States, Germany, Australia, and Singapore
- Advised overall global marketing strategy and execution through effectively leveraging marketing channels including e-mail, web, social media, PR, and blog
- Directed a PR agency out of London to garner international media coverage as well as build and sustain relationships with industry media outlets
- Collaborated with cross-functional teams across different markets – from sales to data operations to product development to strategy – to produce effective localized sales collateral and promotion campaigns

MEDIAQUARK**Ho Chi Minh City, Vietnam***Client & Marketing Manager*

September 2014 – June 2015

- Built a marketing team of 5 to develop and amplify regional marketing activities across digital, PR, events, product marketing, and brand management
- Led development and implementation of regional marketing strategy and tactics using OKRs
- Collaborated with the product development team and designers to define the brand story and customer journey
- Managed client relationships and served as point of contact for clients and partners during integrations
- Coordinated attendance and sponsorship of international conferences and events

MATTERHORN COMMUNICATIONS**Ho Chi Minh City, Vietnam***Account Manager*

May 2013 – August 2014

- Lead account manager for HP, Maersk Group, and Eli Lilly; supported other clients such as DHL, Qualcomm, and JW Marriott
- Developed, localized, and executed strategic communications and public relations plans for the Vietnam market
- Negotiated project and retainer budgets with clients and ensured that projects were executed within the budget
- Project managed and executed product launches, press conferences, and other events which included coordinating with multiple vendors, local press, and client representatives

EXECUTIVE OFFICE OF THE PRESIDENT, THE WHITE HOUSE**Washington, DC***Advance Associate*

May 2009 – January 2013

- Organized international diplomatic visits and domestic speaking engagements for the Vice President and First Lady of the United States on a trip-by-trip basis
- Negotiated with foreign governments, US Secret Service, local law enforcement, and staff regarding all principle movements and safety concerns

OBAMA FOR AMERICA**National***Advance Associate — Press and Site Advance*

September 2008 – November 2008

- Coordinated press and managed logistics for events with campaign principals nationwide, including Barack Obama, Michelle Obama, Joe Biden, and surrogates such as Jay-Z
- Produced camera shots for media coverage of events—including live television coverage—and for interviews
- Served as campaign liaison to local and national media outlets on press logistics and created media advisories

DEMOCRATIC NATIONAL CONVENTION COMMITTEE**Denver, CO***Press Operations Assistant — Public Affairs Department*

May 2008 – September 2008

- Supported the Director of Press Operations in managing logistics for 13 media-support/liason operations
- Managed the personnel needs of those operations; recruited and coordinated over 530 volunteers to staff them
- Managed logistics and schedule for DNCC press briefing rooms; arranged briefings with high profile speakers

EDUCATION AND LANGUAGES

COLORADO COLLEGE (Class of 2008)**Colorado Springs, CO**

- *Bachelor of Arts, Major:* International Political Economy, *Minor:* Asian Studies

LANGUAGES: Native English and heritage Vietnamese speaker; basic proficiency in Spanish