

# Kristy Vuong

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## Professional Summary

Hello! I'm a social media and content professional who absolutely loves the intersection of data and creativity, and I love showing it by using real engagement numbers to build strategies that actually grow audiences. With 4+ years across healthcare, retail and university environments, I've managed multi-platform accounts, launched brand-new channels from zero and turned content into measurable results! I'm as comfortable deep in a Sprout Social dashboard as I am ideating a campaign and I believe that I bring the organizational discipline of an admin professional to everything I create, with confidence and passion!

## Experience

**The Vow Company** | *Social Media and Event Coordinator* Mar. 2026 - Present

- Managed brand presence and client-facing communications for the 2026 wedding season, coordinating with 15+ vendors and venues.
- Maintained 100% client confidentiality on high-budget contracts by standardizing document and archival processes.
- Provided on-site coordination and administrative support for events with 100+ guests.

**University of Toronto** | *Administrative & Social Media Coordinator* May 2024 - May 2026

- Grew Instagram following by 55% (18,000 → 28,000) and LinkedIn by 31% (700,000 → 923,000) through targeted content strategy and audience engagement.
- Generated 161,100+ views and 2,600+ interactions by using Sprout Social analytics to optimize posting schedules and content formats.
- Launched and built two new brand platforms from zero: Threads (3,235+ followers) and TikTok (332+ followers).

**EVOLVERE Mental Health** | *Social Media Content Curator* Oct. 2024 - March 2025

- Curated and maintained a digital content library of 5+ educational resources, ensuring 100% brand consistency across all platforms.
- Drove content strategy by researching digital engagement trends and mental health topics to inform campaign direction.
- Supported the content production team by managing project timelines and coordinating deliverables to keep workflows on track.

**Perri & Palmacci Hair Company** | *Administrative Assistant & Receptionist* Jan. 2023 - June 2024

- Maintained a polished, high-aesthetic front-of-house environment that directly supported the salon's brand standards.
- Managed a secure database of 5,000+ confidential client records with consistent accuracy through data entry and archival practices.
- Maintained zero scheduling conflicts by routing 20+ daily calls and managing 30+ appointments with meticulous attention to detail.

**Dr. John W. Lee Psychological Consulting** | *Content Creator & Clinical Administrative Assistant* Sept. 2023 - Jan. 2024

- Pitched and produced short-form TikTok and Instagram content in the "psychological finance" niche, translating clinical topics into engaging digital content.
- Used real-time patient screening transcriptions to inform educational blog posts and social captions, improving content accuracy.
- Managed the master calendar and sensitive records with 100% PHIPA regulatory compliance across all digital and physical files.

**Avenue 22 Bridal** | *Social Media Manager*

July 2019 - Feb. 2023

- Grew Instagram following by 60% and organic reach by 20% through high-aesthetic video content and data-driven posting strategy.
- Ensured 100% stock-to-social accuracy across 3,000+ items by conducting weekly physical audits against digital inventory records.
- Produced quarterly performance reports identifying emerging market trends to guide seasonal inventory purchasing decisions.

**Education**

**University of Toronto**

Toronto, ON

**Honours Bachelors of Science** | *Specialization in Mental Health, Minor in Public Law*

June 2026

- Graduated with Distinction (CGPA: 3.3) | Dean's List 2022 | \$2,000 Entrance Scholarship

**Skills & Languages**

- **Platforms & Tools:** Instagram, TikTok, LinkedIn, Threads, Facebook, X, Sprout Social, Meta Business Suite, Meta Ads, Google Ads, Canva, Adobe Suite
- **Content & Strategy:** short-form video production, content calendar management, audience growth strategy, engagement analytics, brand consistency, SEO, campaign reporting, trend research
- **Technical:** Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Google Workspace, data entry, PHIPA-compliant records management
- **Languages:** English (native), Vietnamese (fluent), French (intermediate)