

Hadley Nguyen

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WORK EXPERIENCE

Hadley Nguyen Studios LLC

Overland Park, KS

Freelance Videographer & Social Media Manager

February 2019 - Present

- Created all social media content for clients like Centimano Counseling and NOMADA, including video reels, campaign graphics, and posts.
- Executed comprehensive content strategies, driving engagement and growing client platforms with the use of social media activation tools like Manychat.
- Provided ongoing reporting and trend analysis to optimize content strategies, utilizing Planoly and Metricool for content scheduling and performance tracking, which improved engagement and drove results.

Child Protection Center

Kansas City, MO

Social Media Strategist

August 2023- Present

- Developed organization's social media visual identity using Canva and Adobe InDesign for consistency and impact by creating a schedule for effective engagement by the audience and clients.
- Formulated brand partnerships and engagement strategies, resulting in a 30% increase in platform interactions and enhanced community awareness.

KJO Media

Kansas City, MO

Video Producer & Shooter

Nov 2024- Oct 2025

- Produced corporate, commercial, nonprofit, and fundraising videos in a fast-paced studio environment.
- Managed technical pre-production: shot lists, gear prep, and call sheets.
- Operated cinema cameras and professional lighting/audio setups as the primary on-set shooter.
- Edited videos end-to-end, including pacing, sound, color, graphics, and multi-platform exports.

KU Athletic Sports Creative Video

Lawrence, KS

Video Intern

August 2023- May 2024

- Proficient in camera operation and editing software like Adobe Premiere Pro and After Effects.
- Managed multiple projects in a fast-paced environment, demonstrating strong multitasking abilities.
- Produced engaging content for reels, incorporating trending audio to enhance audience engagement.

Wasserman Next Gen

Boston, MA

HBO MAX Campus Manager

August 2023- May 2024

- Produced creative content such as cooking videos to promote the upcoming show "Hard Knocks." Leveraged user-generated content (UGC) strategies to drive a 20% increase in monthly sales, boosting engagement and product sales for campus activations.

MRKT The Agency

Kansas City, MO

Social Media Content Creator Intern

June 2021 – February 2022

- Utilize Adobe Creative Suite to edit photos, graphic templates & vertical videos for TikTok and Instagram Reels.
- Created ad video content and managed content strategy for each retail location, showcasing unique products and services for From The Earth.

SKILLS

Computer: Adobe Suite, Canva, Final Cut Pro, Capcut, DaVinci Resolve, Microsoft 365, Manychat, Metricool, Notion, Vimeo, Google Workspace, Clickup.

Languages: English, Vietnamese.

EDUCATION

University of Kansas

Lawrence, KS

Bachelor of General Studies in Film and Media Production | Minor in Dance | GPA: 3.5