William Nguyen

Marketing · Content Strategy · Project Management

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25M+	$48K+	14K+	$7K+
Organic views	Raised on Kickstarter	Steam wishlists	Consulting revenue

Experience

Waybrighter Studios Ltd.
Jan 2024 – Present
Cofounder & Director of Project Development
Toronto, ON

- **25M+ organic views and 290,000+ followers** grown across platforms through a daily short-form content operation.
- **$48,000+ raised on Kickstarter** for *Nightmere*, a hand-drawn psychological-horror detective game — **$15,000 goal hit within 3 hours** and 321% funded, with the campaign reaching nearly 5M impressions.
- **14,000+ Steam wishlists and 30,000+ downloads** earned from a self-produced demo.
- **2-person team** covering development, art, music and marketing — managing timelines and handoffs in Notion.
- **$1,500+/month** earned for 3 months through Meta's Creator Fast Track program (Summer 2026), funding operations without outside capital.

HUVTSP — Harvard Undergraduate Ventures Tech Summer Program
Jul – Aug 2025
Student Fellow & Startup Research Intern
Remote

- **Weekly research sprints** run for ReachFaster, an AI-commerce startup, benchmarking Generative Engine Optimization across ChatGPT, Gemini and Google Search.
- **Strategy decks presented to the founder**, built from logged product recommendations, answer quality and hallucination rates.
- **Selected** for a Harvard SEAS-affiliated program placing students inside VC-backed startups.

Independent Consultancy — B2B Ghostwriting & Marketing
Mar 2023 – Jan 2024
Founder & Marketing Consultant
Mississauga, ON

- **$7,000+ in revenue** generated serving 25+ clients with brand strategy and audience growth.
- **3,000+ followers** grown alongside a 350+ subscriber newsletter on business and marketing strategy.
- **13 participants** taught in a marketing and sales course co-developed with two other creators.

DECA
Sept 2022 – June 2026
Competitor, Entrepreneurship & Co-Director of Entrepreneurship (2023–2024)
Mississauga, ON

- **1st place nationally** in Entrepreneurship at DECA Canada 2026, advancing to ICDC as national champion.
- **6 students coached** to regional and provincial wins as Co-Director — leading a 15+ member cluster, teaching 30+ students weekly and giving a keynote to 250+.

Leadership & Activities

- **2nd place at SOON Hackathon** (Fall 2026) — built the UI and front end for Ghost Labs, a browser-based AR horror game, on a 4-person team.
- **1,000+ students reached** leading the rebrand and marketing for the school's Terry Fox Assembly as Creative Director for Athletics.
- **50+ students mentored** one-on-one through an accountability-based goal club, founded and run independently.
- **3rd place**, regional youth band competition — lead guitarist and composer.

Skills

Marketing: Brand & content strategy, audience development, short-form video, community building

Operations: Project management, workflow & process design, cross-functional coordination, reporting

Tools: Notion, Claude, ChatGPT, Canva, HubSpot, WordPress

Education

University of Toronto — Bachelor of Commerce, Rotman Commerce — Expected 2030