

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA | **GPA: 4.0/4.0**

Bachelor of Business Administration, Graduation: May 2020

Major: Management Information Systems (MIS)

University Honors & Business Honors Programs | Dean’s List | Temple President’s Scholarship

EXPERIENCE:

UK SHOP, Hanoi, Vietnam

Co-Manager

April 2014 – May 2016

- Developed social media marketing strategy through Facebook fanpage and Instagram for a branded online clothing store for Vietnamese millennials
- Created new products trial to analyze customer tastes and needs
- Generated 50 sales per month, resulting in approximately \$300 in revenue

5 STAR VIETNAM TRAVEL – ONLINE TRAVEL AGENCY, Hanoi, Vietnam

Founder and Manager

January 2016 – August 2016

- Communicated with clients to understand their travel preferences, schedules, and budget
- Contacted approximately 15 hotels and local tour offices to organize package tours and assisted customers with hotel reservations
- Established and managed online marketing strategy by posting promotion and appealing self-design photographs to a Facebook fanpage

INSIDE THE LIGHT EXHIBITION, FINE ART GALLERY, Hanoi, Vietnam

Founder and Head Organizer

January 2015 – August 2015

- Organized a photography and interactive exhibition focusing on the lives of the blind
- Managed and collaborated with Directors of Content, Finance, Logistics, PR, and Design teams
- Arranged visiting-trips for team members to gather life stories of the blind in the Blind Association
- Attracted over 600 visitors during 3 opening days, which was recorded and advertised on TV channels and websites

HANOI—AMSTERDAM HIGH SCHOOL, Hanoi, Vietnam

Senior Member, Hanoi Amsterdam Extended Student Council

March 2013 – May 2014

- Worked closely with the school boards to plan and organize annual and special events such as Orientation Day, Commencement, Convocation, and Vietnamese Teachers’ Day for 2000 students
- Managed 15 clubs and tracked their monthly activities

ACTIVITIES AND AWARDS:

- Member, Association for Management Information Systems 2017
- Participant – Temple University Innovation Idea Competition 2016
- Participant – Temple Analytics Challenge 2016
- Tour guide, Shades of Hanoi – Project offering foreign visitors FREE guided Hanoi Tour 2015
- Silver Medal Recipient, Hanoi High School Debate Tournament 2015
- Gold Medal Recipient, Hanoi Open Mathematics Olympiad 2012, 2013, 2014
- Silver Medal Recipient, ASEAN Plus Three Junior Science Odyssey 2012

ADDITIONAL:

- **Skills:** Microsoft Word, Excel, Power Point | Photoshop | Tableau software
- **Language:** Vietnamese (Native)
- **Interests:** Entrepreneurship, Tourism, Public Relations, Debate, Photography, Mathematics