## CHI M. PHAM

| EDUCATION           | TEMPLE UNIVERSITY, Fox School of Business<br>Bachelor of Business Administration<br>Major: Management Information System, Marketing<br>Honors: University Honors, Dean's List (Spring 2016 – Pr<br>Relevant Courses:  | Philadelphia, PA<br>Anticipated Graduation: May 2019<br>Cumulated GPA: 3.55<br>resent)                        |
|---------------------|---|---|
|                     | Data ScienceFinancial AcStatistical Business AnalyticsRisk Manage   |   |
| ACTIVITIES          | Multimedia Content Creator, Freely Magazine<br>Blogger, Fashion and Business Club, Temple University<br>Lead Camp Counselor, Golden Path Academics camps<br>Founder, White Button online store<br>Campus Manager, TempleOnTap   | Oct 2016 – Present<br>Jan 2017 – Present<br>Jun 2016 – Aug 2016<br>Oct 2015 – May 2016<br>Feb 2016 – May 2016 |
| EXPERIENCE          | <ul> <li>PROFESSIONAL SALES ORGANIZATION, Philadelphia, PA Nov 2016 – Present Graphic Designer</li> <li>Innovate design concepts, graphics and layouts with a cohesive theme including posters, flyers, brochures and website layouts to replace previous visual system.</li> <li>Design two posters per week for corporate speaker series in addition to artwork for special events and requests.</li> <li>Collaborate with other departments to market for events and sponsorships resulting in an increase monthly in member engagement and retention by 20%.</li> </ul>   |   |
|                     | <ul> <li>AN LAC RESORT, Hanoi, Vietnam May 20</li> <li>Executive Assistant <ul> <li>Implemented social media strategies, including analyzing Facebook analytics to underst and create customized posts and ads to increase website traffic, reach, and customer eng 30% per week.</li> <li>Collaborated with two business partners per week to create plans and service packages for customers.</li> <li>Collected and organized booking information for internal usage and boosted monthly op efficiency.</li> <li>Coordinated room services and serving for 100 guests per week with 20 hotel staff mem increase monthly customer satisfaction by 27%.</li> </ul> </li> </ul> |   |
|                     | <ul> <li>MAY BOUTIQUE LP, Hanoi, Vietnam</li> <li>Sales Associate &amp; Style Advisor</li> <li>Oversaw and analyzed new stock, inventory level and realizing bestseller items and emerging trends.</li> <li>Merchandised store, styled two window displays per vistandards resulting in a significant increase to store vi</li> <li>Performed customer services to 70 buyers per day to it</li> </ul>   | week and maintained high housekeeping isits.  |
| SKILLS<br>INTERESTS | <ul> <li>Computer: Adobe Photoshop; Final Cut Pro X; Table:<br/>MySQL; Google Analytics</li> <li>Language: Vietnamese (native); Mandarin (elementar</li> <li>Travel: Italy, Vatican, Spain, France, German, Switze<br/>China and the United States</li> <li>Cooking, dancing, singing and interior design</li> </ul>  | y)  |