

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: Dec 2018

MAJOR: Management Information Systems

| Dean's List: Spring 2016

RELEVANT COURSEWORK:

- Data Science, Information Systems in Organization, Data Analytics, Data- Centric Application Development, Enterprise IT Architecture, Digital Design and Innovation Studio.

ACTIVITIES:

- Director of Creative Design, Supply Chain Association, Fall 2016 – Spring 2017
- Member, Association for Information Systems, Fall 2016 – Present
- Participant, Temple Analytics Challenge, Fall 2016
- Participant, AIS National Competition, Spring 2017

EXPERIENCES:

ATMOSFI, Philadelphia, PA

June 2017 – Present

Consultant Intern

- Administer social media accounts and assess the pros and cons of possible strategies.
- Perform analysis on Facebook, Instagram, and Google AdWords and determine the strengths, weaknesses, requirements, how AtmosFi can use each channel and formulate a proposal.
- Optimize application by testing in AtmosFi's QA environment and update pull requests on GitHub to document the bugs and highlight the issues.

COOL NERDS MARKETING, Philadelphia, PA

December 2016 – April 2017

Digital Marketing Intern

- Organized and maintained effective marketing campaigns for a marketing agency across interactive media.
- Tracked and analyzed the marketing campaigns' data using Google Analytics.
- Constructed and managed different kinds of ad for clients depending on their preferences through Google AdWords.
- Ensured all technical aspects of the websites were functioning correctly and offered solutions as they aroused.

MAVENSTECH, Willow Grove, PA

January 2016 – April 2016

Content Writing & Marketing Intern

- Identified prospective client opportunities and assisted with marketing research for a marketing company specializing in making apps.
- Created marketing strategies and organized summaries as part of implementation of client projects with management and designers.
- Gathered the clients' information on the company system and managed online menus on the POS systems of restaurants.

SKILLS & LANGUAGES:

- **Web Development:** HTML, CSS, PHP, JavaScript, WordPress, NetBeans, GitHub
- **Analysis:** Tableau, Excel, RStudio, Visio, Power BI, Google Analytics
- **Database Management:** MySQL, phpMyAdmin, FileZilla, SSH Secure Shell Client, Microsoft Azure
- **Digital Marketing:** Google AdWords, Facebook Ads Manager
- **Graphic Designs:** Adobe Photoshop, Adobe Illustrator
- **Languages:** Vietnamese (Native) and English (Fluent)