

HUY D NGUYEN

community.mis.temple.edu/huynghuyen/

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2020
Majors: Marketing & Management Information System
GPA: 3.91, Dean's List: Fall 2016 – Present

ACTIVITIES: American Marketing Association, Fall 2016 – Spring 2017

EXPERIENCE: **DIRECTOR OF MARKETING** February 2018 - Present
Temple Consulting Club
Philadelphia, PA

- Establish social media posting campaigns, boosting page followers by 60%.
- Promote major professional events, which draw over 150 attendees per event.
- Manage two committee members on task coordination and social media post scheduling.

ACCOUNT INTERN July 2018 – August 2018
Bates CHI & Partners Agency
Ho Chi Minh City, Vietnam

- Performed qualitative research for a major coffee brand through conducting 10 in-depth interviews and preparing videos to provide to client.
- Spearheaded, analyzed and reported results of a coffee taste test.
- Proofread and translated questionnaire for the major coffee brand regarding survey flow, format and translations.
- Conducted market visit, including interviews with client and vendor personnel, and competitor review for a women's health brand.

FRONT DESK ASSISTANT August 2018 – Present
Fox School of Business's Center for Professional Development
Philadelphia, PA

- Provide support for over 8,000 business students on professional development and career building.
- Update and resolve student concerns on FoxNet online career management.

CIRCULATION/RESERVE STUDENT WORKER February 2018 – Present
Paley Library
Philadelphia, PA

- Assist patrons with check-out, return and searching of library materials.
- Cooperate with fellow library assistants and supervisors to resolve issues and keep the office organized.
- Perform daily administrative tasks such as checking drop-boxes and reorganizing stacks.

SKILLS AND LANGUAGES:

- Microsoft Word and Excel (Intermediate)
- HTML and CSS (Basic)
- Vietnamese (Fluent)