

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: May 2020

Major: Management Information System | Minor: Management Consulting

Study Abroad: Tokyo, Summer 2017 | Dublin, Summer 2018

GPA: 3.97 | Business Honors Program | University Honors Program | Dean's List, Fall 2016 – present

AWARDS:

- Recipient, Temple University President's Scholar Award, Fall 2016 - Present
- Recipient, IBIT Pfizer Scholarship, Fox MIS Department, Spring 2018
- First Place Winner, PwC Challenge Case Competition, Spring 2018
- Second Place Winner, Target Case Competition, Spring 2018
- Recipient, Temple Japan Scholarship, Summer 2017

ACTIVITIES:

- Student Vlogger, Temple Education Abroad and Overseas Campuses, Summer 2018 - Present
- President, Temple Consulting Club, Spring 2018 – Present
- PwC Explore Program, Spring 2018
- Vice President, Temple Consulting Club, Fall 2017 – Spring 2018
- Ambassador, Honors Admissions and Transitions Team, Honors Program, Spring 2017 – Present
- Director of Communications, Business Honors Students Association, Fall 2017 - Spring 2018

EXPERIENCE:

TEMPLE UNIVERSITY MANAGEMENT INFORMATION SYSTEM, Philadelphia, PA

Information Technology Assistant

January 2018 - Present

- Assist class of 60 students with in-class activities with data visualization applications, including Tableau, Piktochart, and Canva Infographic Maker.
- Hold office hours, assess student's assignment submissions, and conduct workshops for technical development skills such as MS Office Suite.
- Ensure security and privacy of networks and computer systems for MIS Labs.

TEMPLE UNIVERSITY MANAGEMENT CONSULTING PROGRAM, Philadelphia, PA

Consulting Program Associate

August 2017 – September 2018

- Facilitate connections between key leaders throughout the university and the Academic Director.
- Plan and execute vehicles, including social media and classrooms promotion, for maximizing engagement with the student population.
- Develop a strategy for the deployment and ongoing management of social media platforms.
- Manage dashboard for social media activity for Temple Consulting Club and present monthly reports of social media accomplishments.

NOVAUCD, Dublin, Ireland

Business Development & ICT Tech Transfer Intern

May 2018 – August 2018

- Performed an in-depth market review and competitor analysis on wearable technology in sports industry.
- Drafted Business Model Canvas and recommended proposals on products pricing, customer segmentation, and route-to market.
- Developed Marketing Collateral and gave video and brochure presentations in front of 20 people.
- Generated 50 leads and utilized Zoho CRM to set up digital funnels with conversion rate.

SKILLS & LANGUAGES:

- Computer Skills: MS Office Suite, Tableau, HTML, CSS, MySQL, WordPress, JavaScript
- Vietnamese: Native Language, Japanese: Intermediate, Chinese: Intermediate
- Interests: Backpacking, Calligraphy, Bullet Journaling, Ukulele, Piano