

Brandon Q. Dinh

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[LinkedIn](#)

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

Major: Management Information Systems | **GPA:** 3.52

Honors: Fox Honors Program | University Honors Program

Relevant Coursework: Web Application Development, Data & Analytics, Cloud Architecture

ACTIVITIES

Director of Professional Development, Temple Association of Information Systems

May 2024 – Present

Member, Business Honors Student Association

September 2023 – May 2024

Member, American Marketing Association

January 2023 – May 2023

INFORMATION TECHNOLOGY SKILLS:

Software/Web Development: JavaScript, HTML, CSS, Python, Node.js, AWS, JSON

Database/Cloud Management: MySQL, Airtable

Project Management: Microsoft Office Suite, Google Workspace

EXPERIENCE

GRANT THORNTON LLP (US), Philadelphia, PA

Expected June 2025

Incoming Risk Advisory Intern

Qurate Retail Group (QVC), West Chester, PA

May 2024 – Present

Ecommerce Digital Programming Intern

- Increased conversion rate on landing pages by 6%, generating over \$8k+ in revenue through the implementation of targeted web development processes focused on key performance indicators and current market trends.
- Collaborating with cross-functional partners in web development to optimize site functionality and customer experience.
- Organized key metrics and performed trend analysis among landing pages to support weekly reporting and strategic planning for programming goals.

GLOBAL PHILADELPHIA ASSOCIATION, Philadelphia, PA

May 2023 – August 2023

Marketing and Business Development Intern

- Increased overall social media engagement by 12% over a 3-month period and assisted in the development, implementation, and strategizing of content for online platforms.
- Researched, compiled, and processed over 500+ sponsorship and member data entries using Excel to support public relations & marketing initiatives.
- Generated a year-to-date analytics report and assisted with the organization's campaigns using inbound marketing techniques including video creation, editing, and article writing.

CHERRY CONSULTING, Philadelphia, PA

February 2023 – May 2023

Student Consultant

- Collaborated with a team of 10+ student consultants to conduct and perform comprehensive market research.
- Strategized and implemented various marketing tactics to successfully rebrand the client's business across multiple social media platforms.
- Developed ideas and strategies with the utilization of Canva to enhance the digital presence of the clients' online representation.

SKILLS & LANGUAGES:

Skills: HootSuite, Canva, MicroStrategy, Content Square, Media Pulse

Languages: Native Proficiency in Vietnamese

Interests: Travel, Healthcare, Photography, Content Creation