

# Katie T. Huynh

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## EDUCATION

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**Temple University – Fox School of Business**, Philadelphia, PA

*Bachelor of Business Administration*

December 2027

- **Major:** Management Information Systems | **Minor:** Digital Marketing | **GPA:** 3.94
- **Honors & Awards:** FSBM Scholarship, Provost Scholarship, SOLE Scholarship, University Honors Program, Fox Honors Program, Dean's List (Spring 2025)
- **Study Abroad:** Tokyo, Japan (Fall 2025)
- **Activities:** Association for Information Systems, Business Honors Student Association, Ascend Temple Student Chapter

## SKILLS

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- **Technical Skills:** Python, HTML, CSS, Visual Studio Code, JavaScript, Microsoft PowerApps, Tableau
- **Project Management:** Microsoft Office, GitHub, HootSuite, Asana, Monday, Notion, Google Suite

## EXPERIENCE

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**Salus at Drexel University, Elkins Park, PA**

May 2025 – Present

*Digital Marketing Intern*

- Develop targeted content campaigns across four social media platforms including LinkedIn, Instagram, Facebook, and X, resulting in 35% increase in digital engagement for specialized graduate school serving 1K+ students
- Compose SEO-informed blog posts, increasing web traffic and engagement metrics by 15% from start of internship
- Collaborate with a team of five to generate weekly content calendar and strategize thematic approach for social posts

**J. Ốc & Lầu, Philadelphia, PA**

February 2023 – Present

*Assistant Manager, Marketing Coordinator*

- Ensured smooth execution of events with 200+ guests by managing performer logistics, leading to positive guest feedback
- Boosted restaurant sales by revamping menu pricing and presentation in Canva, improving visual flow for customers
- Increased customer retention by 50% through bilingual communication and individualized service with a diverse clientele

**VietLead, Philadelphia, PA**

July 2021 – August 2021

*Community Outreach Intern*

- Fostered community outreach by distributing 300+ meals to underserved neighborhoods, increasing program visibility
- Contributed to advocacy efforts by documenting narratives from Asian immigrants, informing future outreach strategies
- Worked with a team of six to film and edit promotional video showcasing community gardening initiative, presented to 40+ attendees through Facebook Live

## LEADERSHIP EXPERIENCE

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*Secretary, Temple University Vietnamese Student Association*

May 2025 – Present

- Improve event visibility and engagement among 150+ members by creating branded newsletters through EmailOctopus
- Facilitate effective communication by overseeing event logistics and maintaining records for a 19-member executive board

## RELEVANT PROJECTS

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*Event Website, CodePath*

June 2025 – Present

- Develop a fully functional event website using HTML, CSS, and JavaScript in CodePath's Web Development course
- Implement responsive design, dark/light mode toggle, RSVP form with validation, and animated modals to enhance user interactivity and experience

*Movie Data Scraper & Visualizer, Association for Information Systems*

February 2025 – April 2025

- Extracted and transformed movie data using Python, BeautifulSoup, and Pandas, then deployed visuals using Chart.js
- Combined back-end data processing and front-end visualization to create an informative, single-page movie insights tool

*Interactive To-Do List, Association for Information Systems*

October 2024 – December 2024

- Built an interactive to-do list application using Microsoft PowerApps, improving workflow through real-time task tracking
- Developed a clean and accessible interface that minimized user effort and supported a more inclusive digital experience