Katie T. Huynh

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA
Bachelor of Business Administration   December 2027

- **Major:** Management Information Systems | **Minor**: Digital Marketing | **GPA**: 4.00
- **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

- **Technical Skills:** HTML, CSS, JavaScript, Visual Studio Code, Microsoft PowerApps, Tableau, Python
- **Project Management:** Microsoft Suite, Google Suite, Hootsuite, WordPress, Constant Contact, GitHub, Asana, Notion

EXPERIENCE

Japan Switch, Tokyo, Japan   August 2025 – Present
Content Marketing Intern

- Write SEO-optimized articles for an audience of 40k+ monthly readers, serving as a resource for foreigners living in Japan
- Leverage WordPress and Beaver Builder to design and publish content with a focus on readability and brand consistency

J. Ốc & Lẩu, 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

Salus at Drexel University, Elkins Park, PA   May 2025 – August 2025
Digital Marketing Intern

- Designed targeted content campaigns across four social media platforms including LinkedIn, Instagram, Facebook, and X, resulting in 35% increase in digital engagement for specialized healthcare graduate school serving 1K+ students
- Composed SEO-informed blog posts, increasing web traffic and engagement metrics by 15% from start of internship
- Distributed and designed email marketing campaigns to 200+ healthcare clients, boosting awareness of events and services
- Conceptualized and produced a 3-episode podcast series, amplifying the voices of patients with speech-related diagnoses

LEADERSHIP EXPERIENCE

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

Event Website, CodePath   June 2025 – August 2025

- Engineered a fully functional event website using HTML, CSS, and JavaScript in CodePath's Web Development course
- Implemented 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