

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:** Entrepreneurship & Innovation Management | **GPA:** 4.00/4.00

Honors & Awards: University Honors Program, Fox Honors Program, Baucus Scholarship, Provost's Scholarship, SOLE Scholarship, Dean's List: Spring 2025 – Present

SKILLS

Technical Skills: CSS, Figma, HTML, JavaScript, JSON, Microsoft PowerApps, Python, SQL, Tableau, Visual Studio Code

Project Management: Asana, Cascade CMS, GitHub, Google Workspace, Hootsuite, Jira, Microsoft 365, Notion, WordPress

Interests: Calligraphy, Culinary Arts, Fashion, Gym, Journaling, Reading, Recreational Sports, Swimming, Travel, Typing

WORK EXPERIENCE

Subaru of America, Inc

Camden, NJ

Incoming Digital Marketing Intern

May 2026

- Support Subaru's digital marketing initiatives by analyzing retailer website performance, assisting with vehicle model launch updates across web platforms, and conducting QA testing to ensure accurate and up-to-date digital content

Japan Switch

Tokyo, Japan

Product Management Intern

August 2025 – December 2025

- Identified user pain points by analyzing search intent, audience behavior, and recurring concerns among foreigners living in Japan, translating insights into articles and ad concepts reaching a 40k+ monthly userbase
- Performed keyword research and competitor benchmarking to identify high-opportunity content gaps and prioritize topics aligned with user demand
- Leveraged WordPress and Beaver Builder to design and publish content with a focus on readability and brand consistency

Drexel University

Elkins Park, PA

Product Management Intern

May 2025 – Aug 2025

- Designed targeted content campaigns across 4 social media platforms including LinkedIn, Instagram, Facebook, and X, resulting in 35% increase in digital engagement for specialized healthcare graduate school serving 1K+ students
- Analyzed performance and user behavior to create blog posts, increasing web traffic and engagement metrics by 15%
- Conceived and deployed email marketing campaigns to 200+ healthcare clients, boosting awareness of events and services
- Strategized and launched a 3-episode podcast series as a new content product, amplifying patient perspectives

EXTRACURRICULAR EXPERIENCE

Director of Public Relations, Association for Information Systems

March 2026 – Present

- Direct end-to-end branding and content creation strategy, enhancing digital presence across a 200+ member organization

Associate Consultant, Temple Consulting Club (Client: Comcast)

January 2026 – Present

- Analyze 30+ sources of consumer and industry data on family technology use to uncover pain points in connectivity reliability and digital home management, helping identify product opportunities for Xfinity's 31M+ households
- Develop 4 strategic recommendations to simplify Xfinity's user experience and enhance digital safety features, focusing on device management, parental controls, and household network visibility

Temple University Japan, Temple University, Tokyo, Japan

August 2025 – December 2025

Secretary, Temple University Vietnamese Student Association

May 2025 – December 2025

- Improved event visibility and engagement among 150+ members by creating branded newsletters through EmailOctopus
- Supported internal operations by managing event logistics, documentation, and records for a 19-member executive board

PROJECT EXPERIENCE

Event Website, Introduction to Web Development

June 2025 – July 2025

Web Developer

- 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