

Philadelphia | PA | 19122 |

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Major: Management Information Systems | Minor: Marketing

Graduation Date: May 2026

PROJECT 1st Place, Vanguard Case Competition | Excel, Financial Modeling November 2023

- Proposed new customer segmentation strategy for Vanguard and META collaboration with five distinct campaigns, demonstrating flexibility and agility in response to evolving market dynamics.
- Visualized key metrics data (CAC, CLV, ROI,..) on Excel with a personalized KPI table to forecast and monitor the efficiency of proposals over a five-year period
- Conduct competitors' analysis to identify trending initiatives and assess viability and risk of the investment banking industry

EXPERIENCE

CERA: INVEST WITH STABLE COIN, Singapore

Content Strategist

June 2023 – August 2023

- Managed strategic campaigns through weekly content planning with a focus on market trends and implication for a stablecoin trading application at a Y-Combinator-backed web-3 startup
- Conducted sentiment analysis on user reviews, Google Ads, and Google Analytics data to track engagement metrics and report process technical inefficiencies
- Utilized SEO analysis to copywrite 10+ compelling branding stories and oversaw blog content
- Disseminated 90% contents and product deliveries through multiple digital channels (LinkedIn, Facebook, X, Website) increasing website's traffic 40%

VIETCHALLENGE, Boston, MA

Marketing Team Member

March 2022 – June 2022

- Curated daily social media posts for the annual accelerator competition that had elevated more than 800 startups from 20+ different countries since founded in two domain languages: Vietnamese and English
- Aggerated marketing collateral of three years running to source on-brand content and provide recommendation relevant to the competition's need
- Coordinated content on Facebook and LinkedIn to draw in new startups, audiences, and volunteers; contributing overall 40% engagement increase

ACTIVITIES

Media Manager, No Arena in Chinatown Solidarity

February 2023 – Present

Student Consultant, American Marketing Association

January 2023 – Present

Student Resident Advisor, The Northwest School

July 2021 – May 2022

SKILLS

Application: Google Suite, Microsoft Office, Tableau, Salesforce, Jira , Canva, HubSpot, Notion, Atlassian

Technical Skill: Python, Java, SQLs

Skills: Content Strategy, Brand Positioning, Adaptability, Communication, Problem-solving

Languages: Native Proficiency in Vietnamese

