

## EDUCATION:

TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS, Philadelphia, PA

**Bachelor of Business Administration, Expected Graduation: May 2022**

**Major: Management Information System / Minor: Entrepreneurship & Innovation Management**

## SELECTED COURSES:

Cloud Architecture, User Experience Design, Web Application Development, Data Analytics

## ACTIVITIES:

- Member, Association for Management Information Systems, September 2020 – Present
- Extern, AT&T Summer Learning Academy, June 2020 – August 2020

## INFORMATION SYSTEMS PROJECTS:

### **Food Truck Website Development | User Experience Design**

January 2021 – Present

#### **UX Design**

- Designed and implemented a compelling user experience on an original website for food trucks service around Temple University area using the Genesis framework on WordPress
- Incorporated 2+ external API calls; include scripts in relevant page and receive resources from an external source

### **Pennsylvania Commission's Prototype | Cloud Architecture**

January 2021 – March 2021

#### **Developer**

- Constructed and configured separate, dedicated web servers and application servers supported API calls for the Pennsylvania Commission's prototype
- Created 2 programs of application to display toll information between 2 interchanges on the Pennsylvania Turnpike  
Deployed prototype application through personal AWS VPS auto scaled on its own

### **Heroic Garden | Institute of Business and Information Technology**

August 2020 – December 2020

#### **Project Manager**

- Designed and implemented CRM database that can integrate with NetSuite and provide segmentation over time
- Collected clients information through website utilizing extended form through WordPress
- Created registration and calendar system for volunteers to participate, send automatic reminders, and maintain accountability

## INFORMATION TECHNOLOGY SKILLS:

- **Technical Languages:** HTML, CSS, JavaScript
- **Technical Skills:** Data Analysis, Data Management, Data Visualization, Web Design & Development
- **Software:** SQL, NoSQL Tableau, MongoDB, Salesforce, AWS, WordPress, Rstudio, Google Analytics
- **Project Management:** Agile Methodology
- **Administrative:** Microsoft Office, MS Word, Excel, PowerPoint
- **Design:** Adobe Photoshop, Lightroom, Illustrator, Premier Pro

## EXPERIENCE:

### **Vietnamese Television – VTV1**

September 2019 – August 2020

#### **Data Analytics Intern**

- Supported broadcasting department with data collection and analysis for national Vietnamese television station with 10M viewers daily
- Conducted analysis from streaming data sets from syndicated data sets to support marketing requests and identify emerging TV and news viewership trends and behaviors
- Created and automated streamline reports to ensure that all presentations based on consistent, current data included creation of templated report interfaces for use within other teams
- Complied and analyzed data from monthly streaming viewership studies and assist in the creation of quarterly streaming viewership reports and related marketing materials

## CERTIFICATIONS & LANGUAGES:

- Vietnamese - fluent
- Agile Application Development, LinkedIn Learning, September 2020
- Agile Project Management, LinkedIn Learning, September 2020
- Agile Methodologies, LinkedIn Learning, September 2020
- Learning Design Thinking, LinkedIn Learning, September 2020