UYEN MY NGO

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EDUCATION

Drexel University, LeBow College of Business — Philadelphia, PA
BSBA in Business Analytics, Management | Minors: Marketing, Film & TV Production — Expected Graduation: May 2028
Cumulative GPA: 3.98/4.00 | Dean's List (all quarters), Presidential Scholarship, Dragons Abroad Scholarship

The University of Hong Kong, HKU Business School — Hong Kong SAR, China
Study Abroad Program | Coursework: Strategic Management, Leadership, Social Network Analysis — Aug 2026 – Dec 2026

PROFESSIONAL EXPERIENCE

Brand & Marketing Intern — Jun 2026 – Aug 2026
Drexel University, LeBow College of Business — *Philadelphia, PA*

- Performed competitive analysis of 4 peer business schools' LinkedIn strategies (Excel, Claude); presented 2 strategic recommendations to Assistant Director of Communications to strengthen the college's positioning for brand refresh campaign
- Synthesized Vietnam international market research and internal recruitment reports into insights for paid media campaigns
- Identified a gap in how Drexel communicates co-op career outcomes to prospective students; built and pitched "Co-op Hall of Fame", a website MVP prototyped with an AI tool (Lovable), backed by a written proposal and PowerPoint presentation

Brand Lead — Apr 2025 – Jun 2026
UpYouth – Tech Startup Ecosystem — *Remote*

- Led strategic rebranding of a startup incubator into an open ecosystem for young founders, revamping brand and content strategy; grew page views by 2x and interactions by 1.25x across 12K followers (Facebook, Instagram, and LinkedIn) in one month
- Secured a partnership with Build in Public VN (100K+ members) to co-host a hackathon; led growth strategy and promotion
- Launched a top-of-funnel storytelling system sourcing founder journeys, iterated 5 times through 12 1:1 user interviews

Marketing Intern — Jun 2025 – Sep 2025
New Wave Media — *Ho Chi Minh City, Vietnam*

- Developed a 3-phase go-to-market roadmap, SWOT analysis, audience profile, and positioning strategy for a thriller-drama film using market and trend research; conducted brand and multi-channel performance analysis for entertainment clients

LEADERSHIP EXPERIENCE

President — May 2025 – May 2026
Drexel Vietnamese Student Association (VSA) — *Philadelphia, PA*

- Developed a 1-year quarterly operating plan, including launching its first merchandise line based on blind-box market trends
- Led a 19-person cross-functional team to run 40+ social events and cultural programs, engaging 300+ community members
- Delivered a 2-hour Culture Show for 300+ attendees on a $7,100 budget (25% sponsor-funded), managing a 65-person production crew, project timelines, and a hybrid marketing campaign using Google Workspace
- Secured 6 corporate and local sponsors (including American Campus Communities, Yeo's US) through direct outreach and PowerPoint pitch decks, generating $4,500+ in cash and in-kind sponsorships across 7+ multi-scaled events
- Built a project-matching tool in Lovable adopted by ~90% of the organization, cutting 10 hours of manual matching per term

President — Aug 2022 – Aug 2024
Vinschool Magazine — *Ho Chi Minh City, Vietnam*

- Tracked online and in-person publication sales across 10 school campuses, using performance data and Excel to reallocate inventory and coordinate a 90-person hybrid team, selling out a 10-year commemorative publication for $3,000+ in revenue
- Conducted market research surveys with 50+ students and parents to validate demand, set pricing strategy, and shape messaging
- Secured $1,200 in sponsorships from partnering with IDP Education, Harper's Bazaar, and DOL English through direct outreach

PROJECTS

Product M (independent venture) — May 2026 - Present

- Interviewed 6 filmmakers and entertainment executives to identify 2 core barriers US indie filmmakers face; developing MVP

SKILLS & INTERESTS

Skills: market research | competitive analysis | SWOT analysis | partnership development | project management | user interviews
Tools: Microsoft Office (Excel, PowerPoint, Word, Teams) | SQL | Tableau | HubSpot | Adobe Creative Suite | Lovable | Base44
Interests: watching anime and movies | reading books | videography | Japanese | Sudoku | Chess on Duolingo | badminton
Languages: Vietnamese (native) | English (fluent) | Japanese (elementary)