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*

- Audited LeBow's 12 public-facing webpages and email newsletters for students, parents, and search engines, delivering 20+ brand refresh recommendations on structure and copywriting; developed a website feature MVP to highlight value proposition
- Wrote and designed the Academic Transformation webpage to explain a major curriculum redesign to prospective students and parents, driving ~8 interactions per visitor, 35 accordion engagements and button clicks, and 36 engaged sessions
- Conducted Vietnam market research to inform international paid media campaigns; performed competitive analysis on 4 US higher education institutions and proposed 2 actionable tactics to improve awareness and engagement on LinkedIn

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

- Revamped brand identity and content strategy across Facebook, Instagram, and LinkedIn, rebranding from a selective startup incubator to an open founder ecosystem; grew page views by 2x and interactions by 1.25x across 12K followers in one month
- Executed social media and 3-day Meta ad campaigns for a hackathon, driving 398 clicks at $0.04 each, with 182 total sign-ups

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

- Delivered a three-phase launch roadmap, SWOT analysis, audience profile, and trend-based positioning strategy for a Vietnamese thriller-drama film; drafted 30+ actor and creative interview questions to support press and influencer campaigns
- Conducted multi-platform performance analysis (Facebook, Instagram, TikTok, Threads) for 2 entertainment clients

LEADERSHIP EXPERIENCE

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

- Led a 19-member cross-functional team to engage 300+ community members by running 40+ cultural programming projects annually through social events and community initiatives, promoting Vietnamese cultural identity and community belonging
- Delivered a 2-hour Culture Show for 300+ attendees on a $7,100 budget (25% sponsor-funded) by managing a 65-person production and operations crew, project timelines, a hybrid marketing campaign, and budgets using Google Workspace

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

- Sold out a 10-year commemorative publication for $3,000+ in revenue, by directing 90 members across editorial and business
- Conducted market research surveys with 50+ students and parents to validate demand, set pricing, and shape messaging
- Executed a 3-month bilingual organic social campaign across Facebook and Instagram, generating 76K+ impressions and a 4%+ engagement rate, which helped secure $1,200 in sponsorships from IDP Education, Harper's Bazaar, and DOL English

PROJECTS

Content Creator (YouTube, TikTok, Facebook, and Instagram) Jan 2019 – Present

- Produced 40+ long-form and 20+ short-form videos for YouTube and TikTok, designed custom graphics, and published written content on Facebook and Instagram, reaching 340K+ total views and growing 7,100+ followers across all platforms

SKILLS & INTERESTS

Skills: copywriting | content creation | market research | performance analysis | event planning | project management
Tools: Meta Business Suite | Canva | Adobe Illustrator | Adobe Premiere Pro | PowerPoint | Excel | Google Workspace | Tableau
Certifications: HubSpot Marketing Hub Software (HubSpot Academy) | Microsoft Excel Applied Intermediate (McGraw Hill)
Interests: watching anime and movies | reading books | videography | Japanese | Sudoku | Chess on Duolingo | badminton