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

Relevant Coursework: Data Mining, Data Visualization, Database Design & Management, Programming for Business Analytics

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

PROJECTS

Business Analytics Coursework (R, Tableau, Excel, Python) Apr 2026 – Aug 2026

- Built an interactive Tableau dashboard tracking sales, profit ratio, and order KPIs for ~10,000 orders across 4 U.S. regions
- Developed a multiple linear regression model in R to estimate vessel reselling value and recommend bidding strategies
- Analyzed 1,000 retail transactions in Python to identify customer spending patterns and inform marketing budget allocation

YouTube Channel Jan 2019 – Present

- Grew 3.43K subscribers and 166K+ views across 40+ academic and lifestyle videos by A/B testing thumbnails and titles

LEADERSHIP EXPERIENCE

President May 2025 – May 2026

Drexel Vietnamese Student Association (VSA) *Philadelphia, PA*

- Delivered a 2-hour Culture Show for 300+ attendees on a $7,100 budget, managing a 65-person operations crew, project timelines, and a hybrid marketing campaign; tracked budget, vendors, and event logistics using Google Workspace
- Evaluated quarterly 1:1 feedback to identify workflow gaps; redesigned roles and the department-project ownership system around members' goals and skills; achieved 95% team retention while delivering 40+ community events for 300+ members
- Built a project-matching tool in Lovable adopted by ~90% of the organization, cutting 10 hours of manual matching per term; automated task tracking in Microsoft Teams and Google Workspace to streamline team workflows

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 to reallocate inventory and sales staff, selling out a 10-year commemorative publication for $3,000+ in revenue and donating $1,500+ to charity
- Led a 90-member cross-functional team and streamlined editorial workflows for 100+ bilingual articles, media, and graphics
- Conducted market research surveys with 50+ students and parents, analyzing responses to set pricing and shape messaging

PROFESSIONAL EXPERIENCE

Brand & Marketing Intern Jun 2026 – Aug 2026

Drexel University, LeBow College of Business *Philadelphia, PA*

- Reviewed LeBow's international student data reports and the Vietnam market to provide insights for paid media campaigns
- Analyzed 4 competing higher-ed institutions' LinkedIn and made 2 recommendations to strengthen the college's strategy
- Identified a value proposition visibility problem and developed "Co-op Hall of Fame", a website MVP prototyped with Lovable

Brand Lead Apr 2025 – Jun 2026

UpYouth – Tech Startup Ecosystem *Remote*

- Launched Builder-Generated Content, a scalable top-of-funnel storytelling system that sourced founder stories and builder journeys, iterated through 5 pivots based on qualitative insights from interviews with students, builders, and startup founders
- Reviewed performance metrics on Facebook, Instagram, and LinkedIn to identify top-performing products; revamped brand identity and content strategy to grow page views by 2x and interactions by 1.25x across 12K followers in one month

SKILLS & INTERESTS

Tools: SQL | Tableau | Python | R | SPSS | Microsoft Office (Excel, PowerPoint, Outlook) | Google Workspace | Lovable

Methods: user interviews | A/B testing | data visualization | dashboard development | stakeholder management

Certifications: Microsoft Excel Applied Intermediate (McGraw Hill) | Intermediate SQL (DataCamp) | Data Storyteller (think-cell)

Interests: watching anime and movies | reading books | videography | Japanese | Sudoku | Chess on Duolingo | badminton