

XUAN SON NGUYEN (JASON)

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◦ DETAILS ◦

Melbourne
Australia
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◦ LINKS ◦

[Portfolio](#)
[Instagram](#)
[Linkedin](#)

◦ HOBBIES ◦

Writing
Reading
Cinema
Exercising
Travelling

◦ SKILLS ◦

Tableau, PowerBI, MySQL
Figma, Canva, Wordpress
Swift, Python, Javascript
Unconventional Thinking
Interpersonal Communication
Adaptability

◦ LANGUAGES ◦

English
Vietnamese
Spanish
Japanese



PROFILE

Innovative and entrepreneurial business information systems student with a proven track record of launching successful ventures and driving social media growth. Skilled in product management, market research, and leveraging cutting-edge technologies to optimize business processes. Adept at leading cross-functional teams, fostering collaboration, and delivering measurable results. Seeking to apply my expertise in data analysis, strategic marketing, and problem-solving to contribute to the success of a forward-thinking organization.



EDUCATION



Bachelor of Business Information Systems, Swinburne University of Technology
August 2022 — Present



EMPLOYMENT HISTORY



Founder at Studio 23, Melbourne
August 2023 — Present

- Established a thriving POD (Print on Demand) design studio, collaborating with local artists and students to create captivating designs that resonate with target audiences.
- Streamlined printing and selling processes by strategically leveraging platforms such as Printify and Etsy, resulting in a seamless and efficient workflow.
- Conducted extensive market research to identify trends, customer preferences, and growth opportunities, enabling data-driven decision-making and product development.



Social Media Manager at Thinkview, Hanoi
November 2020 — July 2021

- Spearheaded the development and execution of highly effective content and growth strategies across multiple social media platforms, resulting in a 32k increase in Facebook Page followers and a 41k subscribers increase in YouTube subscribers within 8 months.
- Orchestrated seamless coordination and workflow among team members, fostering a collaborative and productive environment that maximized output and quality.
- Forged strategic partnerships with technology firms to launch innovative advertising initiatives and related projects, expanding the company's reach and impact.



Intern at Forage
October 2020 — November 2020

- Completed a rigorous one-month virtual internship program with Forage - Microsoft, gaining hands-on experience in tackling real-world challenges faced by Microsoft teams.
- Developed essential product management skills through immersive projects and practical application, enhancing my ability to identify customer needs, prioritize features, and deliver successful products.



Founder at Sleeppee
June 2018 — July 2020

- Launched and managed a successful e-commerce venture specializing in furniture and home decor, overseeing a product portfolio of 15 items and leading a dedicated team of three members.
- Generated consistent monthly revenue ranging from \$2,500 to \$3,000 by leveraging expertise in product selection, operational workflows, data analysis, financial oversight, and strategic marketing.
- Demonstrated strong leadership and problem-solving skills, adapting to market changes and customer needs to ensure the continued growth and success of the business.



EXTRA-CURRICULAR ACTIVITIES

Delegate at IMUN Online Conference 22.0

October 2020 — October 2020

- Collaborated with international delegates to develop practical and effective solutions for economic recovery in the wake of COVID-19.
- Received the Outstanding Delegate award in recognition of exceptional contributions and problem-solving skills.

Volunteer at Vietabroaders Club Hanoi

July 2019 — September 2019

- Conducted site surveys and equipment pricing for events, ensuring cost-effectiveness and optimal resource allocation.
- Prepared and managed necessary tools and equipment for club activities, contributing to the smooth execution of events.

Marketing Position at HAEC - Hanoi Amsterdam Entrepreneurz Club

October 2018 — February 2019

- Developed and implemented effective marketing strategies and public relations initiatives to increase the club's visibility and engagement.
- Managed content creation and curation across the club's social media platforms, including Facebook and Instagram, to build a strong online presence.
- Established and maintained relationships with media partners, including newspapers and television outlets, to secure coverage and expand the organization's reach.



ACHIVEMENTS

Outstanding Delegate - IMUN Online Conference 22.0

September 2020

IELTS: 7.0 (Academic)

February 2019



COURSES

The Web Developer Bootcamp 2024, Udemy

CS50: CS50's Introduction to Computer Science, edX

Elements of AI, University of Helsinki