

# XUAN SON NGUYEN (JASON)

## DETAILS

### ADDRESS

Melbourne  
Australia

### PHONE

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### EMAIL

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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

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Vietnamese

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Spanish

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## 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

Aug 2022 — Present

## EMPLOYMENT HISTORY

### Founder, Studio 23

Melbourne

Aug 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, Thinkview

Hanoi

Nov 2020 — Jul 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, Forage

Oct 2020 — Nov 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, Sleeppee**

Jun 2018 — Jul 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**

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### **Delegate, IMUN Online Conference 22.0**

Oct 2020 — Oct 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, Vietabroaders Club Hanoi**

Jul 2019 — Sep 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, HAEC - Hanoi Amsterdam Entrepreneurz Club**

Oct 2018 — Feb 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.

## **ACHIEVEMENTS**

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### **Outstanding Delegate - IMUN Online Conference 22.0**

Sep 2020

### **IELTS: 7.0 (Academic)**

Feb 2019

## COURSES

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**The Web Developer Bootcamp 2024, Udemy**

**CS50: CS50's Introduction to Computer Science, edX**

**Elements of AI, University of Helsinki**