

# XUAN SON NGUYEN (JASON)

## DETAILS

### ADDRESS

Melbourne  
Australia

### PHONE

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### EMAIL

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## LINKS

[Portfolio](#)

[Linkedin](#)

[Instagram](#)

## 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  
● ● ○ ○ ○

## 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.

### Freelancer , Upwork & Fiverr

Remote

Jul 2021 — Apr 2024

- Delivered exceptional results for 61 diverse projects spanning data analytics, social media evaluation, and digital marketing consultancy, with an average rating of 4.8 stars on Upwork and Fiverr.
- Collaborated with clients from a wide range of industries and backgrounds, leveraging strong communication and adaptability skills to build trust, understand unique needs, and develop tailored solutions that maximize ROI.
- Demonstrated expertise in data analysis, social media audits, and digital marketing consultancy, utilizing advanced tools and techniques to uncover actionable insights, optimize campaign performance, assess the effectiveness of social media strategies, and guide clients in the development and implementation of integrated marketing plans.

### 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, Vietabroad 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**