

BACH H. LE

Tel: (646) 415-2281 | Email: ble6@fordham.edu | <https://github.com/bachdumpling> | <https://www.linkedin.com/in/bachhoangle/>

EDUCATION

Fordham University, Gabelli School of Business

Bachelor of Science in Global Business, Minor in Computer Science

Honors: Fordham Faber Merit Scholarship Award | Woolworth Academic Awards

New York, NY

Expected May 2024

Flatiron School

Full Stack Web Development, Ruby on Rails and JavaScript program

Honors: Best Final Project

New York, NY

April 2022 - August 2022

EXPERIENCE

Vietnam – New York Youth Association

Project/Event Manager

- Strategized and budgeted event campaigns for the “2022 Vietnamese Lunar New Year Event”
- Managed a 6-people team for event planning, budgeting, and marketing by collaborating through *Google Suites* and tracking progress through *Notion*
- Created written and visual content to increase social media exposure, receiving 17,000 impressions in three weeks
- Achieved total profit of \$4,000 in 2 weeks, achieving full capacity for the event and obtaining coverage on 10 national news channels and online newspapers

New York, NY

January 2022 - June 2022

The British Council

Customer Service Intern

- Coordinated customers with advisors for consultation services. Increased customer satisfaction survey scores by 28%
- Provided Tier-1 customer service through formally responding to customer inquiries and supporting front desk requests
- Managed bi-weekly emails and calls to build rapport with clients, boosting student re-registration rate by 24%

Hanoi, Vietnam

January 2021 – July 2021

ACADEMIC PROJECTS

Gabelli School of Business Consulting Cup Challenge

Team Leader

- Led a six-person team to study *Lyft, Inc.* to win a semi-finalist award in a university-wide business plan competition
- Analyzed *Lyft*’s financial situation, operation, and business strategies to identify its business challenges
- Developed the “*Lyft Green*” electric vehicle charging station business plan as a solution to the low market share problem

New York, NY

September 2021 – December 2021

Vietnam National Student Start-Up Competition

Team Leader (Top 10/ 500 teams)

- Researched and delivered *Silver Nano-particles Spray*, a novel eco-friendly fruit preservation product
- Boosted local agriculture businesses’ profit by 30% by reducing the cost of traditional preservation methods through real-life usage
- Outlined and executed the new business by using the strategic management template *Business Model Canvas*. Conducted market research, established a pricing strategy, created product promotional videos and photos
- Pitched the plan to experts, including *JA Vietnam* and the *Deputy Minister of Education*, named top 10 best product. Transferred the project to Vietnam Ministry of Agriculture for further research and testing to implement in different regions

Hanoi, Vietnam

July 2019 – November 2019

Vietnam National Science and Engineering Fair

Team Leader/ Research Assistant (3rd place/ 300 teams)

- Researched nanoparticles and breast cancer for two years and analyzed data with R and MathLab with the direction of two Ph.D. Scientists and the Vietnam National University of Science
- Conducted experiments utilizing gold-coated nanoparticles to probe and terminate cancer cells that resulted in the successful destruction of breast cancer cells in an in-vitro laboratory environment
- Wrote a 60+ page research proposal and pitched a 30-page presentation to a panel of experts, received the third prize

Hanoi, Vietnam

March 2018 - March 2020

TECHNICAL SKILLS

Javascript, HTML, CSS, R, C++, Python, ReactJS, Ruby/Rails, Git, PostgreSQL, JSON, Tailwind CSS, Postman, Microsoft Office Suites

TECHNICAL PROJECTS

Boomergram - [GitHub](#)

A social media app like Instagram that has a Gen Z/Gen X slangs dictionary built-in and caption parsing algorithm

- Developed *Boomergram* - a social media app that fosters an inclusive user experience for all age groups
- Engineered a feature that automatically finds slangs in the caption and translates them to standard English
- Modeled custom database schema and REST API with *Ruby on Rails*, *Active Record*, and *Postgres*
- Developed user interface using *Javascript*, *React*, *Tailwind CSS*, and *Heroicons* with responsive design techniques