

CHI HOANG

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Data-Driven Creative & Digital Strategist (Vogue & Patagonia Alum)
Merging Analytics, Sustainability, & Design across 3 continents & 4 languages
Available Summer 2026 for high-impact internship opportunities

EDUCATION, HONORS, & CERTIFICATES

Texas Christian University

Bachelor of Science in Fashion Merchandising & Digital Culture & Data Analytics
Minor: Writing Awards: Founders Scholarship, Dean's Honor List (2023-2025)

Fort Worth, TX
Spring 2027
GPA 3.92

University of Sydney

Study Abroad: Design Computing, Data Visualization, Sustainable Community Strategy Project

Sydney, Australia
Spring 2025

Inside LVMH Certificate

Creation & Branding, Operations & Supply Chain

Spring 2025

SKILLS

Languages: Vietnamese (Native), French (DELF B1), Mandarin (HSK 2)

Fashion & Creative: InDesign, Photoshop, Illustrator, Blender, Visual Merchandising, Styling, Line Planning, Upcycling

Data & Analytics: Python, SQL, PowerBI, Advanced Excel (Pivot Tables, VLOOKUP), Machine Learning, ESRI/ArcGIS

Strategy & Business: Retail Math, SEO Strategy, Financial Modeling, Market Analysis, Stakeholder Management

Web, Digital, & Communication: HTML/CSS, CMS Management, Digital Storytelling, Copywriting, Public Speaking

PROFESSIONAL EXPERIENCES

Vogue Australia | *Fashion Editor Intern*

Summer 2025

- Authored high-engagement editorial content analyzing trends in relation to culture and modern fashion history
- Executed commercial content strategies & research; managed SEO metadata & archives for 100+ articles
- Produced daily trend briefs analyzing social media to inform digital editorial strategy & content direction

Patagonia | *Data Illustrator Intern*

Fall 2024 - Spring 2025

- Architected interactive StoryMaps for high-visibility storytelling brand campaigns using ESRI, Python, & HTML
- Designed flagship maps, user experiences, & secured stakeholder approval for sustainability content initiatives
- Created data visualizations & dashboards to optimize audience engagement & drive resource allocation decisions

LEADERSHIP & COMMUNITY ENGAGEMENT

TCU Fine Arts Committee for Connection Culture | *Student Representative*

Fall 2025 - Present

Provide strategic feedback on proposals & budget; contribute to community & campus engagement

Institute of Behavioral Research | *Data Management Assistant*

Fall 2025 - Present

Automate Excel data processing with Python, reducing time by 90%, optimizing survey design

The Art Galleries at TCU | *Gallery Assistant*

Fall 2024 - Present

Lead exhibition tours for 50+ weekly visitors; coordinate installation logistics

ECOStylesAU | *Dresser, Stylist, Content Creator*

Spring 2025

Produced content promoting sustainable fashion; facilitated community activities and styling coordination

TCU's Multicultural Fusion Fashion Show | *Creative Producer & Stylist*

Spring 2024

Orchestrated end-to-end production for a 300+ attendee runway

Led cross-functional collaboration to elevate underrepresented cultures with fashion as a strategic medium

Designed original garments; directed styling and model coordination for 10+ culturally diverse looks