CHI HOANG

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EDUCATION

Texas Christian University, Fort Worth, TX   Spring 2027 | GPA 3.92
  Bachelor of Science in **Fashion Merchandising** and **Digital Culture & Data Analytics**; Minor: **Writing**
  Awards: Founders Scholarship, Dean's Honor List (2023-2025)

University of Sydney, Sydney, NSW, Australia   Spring 2025
  Study Abroad: Design Computing, Data Visualization, Sustainable Community Strategy Project (EY Mentorship)
Languages: English (Fluent), **Vietnamese** (Native), **French** (DELF B1), **Mandarin** (HSK 2)
INSIDE LVMH Certificate Creation & Branding and Operations & Supply Chain Electives.

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 optimizing audience engagement & drive senior decision-making

Tinhvan Software JSC | **Data Analyst Intern**   Summer 2024
- Engineered predictive Python machine learning model analyzing 300K+ records for government stakeholders
- Achieved 89% accuracy translating technical outcomes into actionable recommendations for non-technicals
- Initiated internal company-wide program to bridge cross-functional teams with 80% participation rate.

PROJECTS

Campus Engagement Strategy (Ernst & Young Mentorship)   Spring 2025
  Diagnosed root causes of student disengagement; led team developing a digital framework addressing
  fragmented apps and information overload. Presented in a 36-page report with contextual research, surveys,
  cost modeling, risk assessment delivered to University of Sydney stakeholders.

Prada Group ESG Strategy Proposal   Fall 2024
  Developed a knowledge exchange infrastructure for artisan co-development to drive supply chain resilience
  and material innovation, reinforcing Prada's heritage through strategic human & cultural capital investment.

Geospatial Technology in Fashion: Finding Circularities   Fall 2024
  Mapped Manchester business clusters using ArcGIS, identifying opportunities for manufacturers, retailers, and
  repair services to collaborate locally. Spatial analysis revealed gaps in repair infrastructure and demonstrated
  cost-reduction potential through geographic proximity and resource sharing

LEADERSHIP & COMMUNITY ENGAGEMENT

TCU College of Fine Arts Committee for Connection Culture | **Student Representative**   Fall 2025 - Present
- Strategic feedback on proposals and budget allocations; contribute to community and campus engagement

Institute of Behavioral Research | **Data Manager Assistant**   Fall 2025 - Present
- Reduced Excel data processing time by 90% via Python automation and optimized research 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, from concept incubation to show facilitation.
- 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

SKILLS

Fashion & Creative: Adobe Suite, Blender (3D), Line Development, Visual Merch, Sketching, Upcycling, Styling, p5.js
Data & Analytics: Python, SQL, PowerBI, Advanced Excel, Machine Learning, Statistical Modeling, Geospatial Analysis
Strategy & Business: Financial Modeling, Market Analysis, Stakeholder Mapping, Project Planning, System Analysis
Communication: Editorial Writing, Copywriting, Digital Storytelling, CMS Development, Presentations, SEO, Web Dev