

Danny Vu

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EDUCATION

C.T. Bauer College of Business, University of Houston

Houston, TX

Bachelor of Business Administration in Management Information Systems

May 2028

Cumulative GPA: 4.0, Management Information Systems GPA: 4.0

Relevant Courses: Computer Applications, Accounting, Microeconomics, Principles of Business

PROFESSIONAL EXPERIENCE

Common Alley | E-Commerce Marketing Analyst

February 2020 – March 2024

- Built and scaled an online community to 30,000+ members, generating \$5,000+ in revenue with 85% profit
- Utilized platforms such as PayPal, Stripe, Square, and Sellauth for 200+ digital orders with instant delivery
- Developed marketing strategies using social media and rewards, achieving 1000+ recurring monthly users

PROJECTS

Personal Medication Log Tracker | Developer

Languages/Libraries used: C++

January 2025 - March 2025

- Utilized loops, functions, conditionals, and file I/O to achieve 100% data retention across different sessions
- Designed project and implemented a medication tracker system using C++, supporting 200+ record entries
- Hardened input validations to cut errors by 90% on entries, reducing bug crashes over 5+ test cycles

WebCraft Browser Game Project

August 2022 – May 2024

- Scaled a 1300+ member community and monetized in-game, generating \$1000+ revenue with a 60% margin
- Ran Velocity + Spigot, enabling 2+ platforms, 5+ version compatibility, and stable play at 100+ daily users
- Deployed browser game on Linux using NGINX & Cloudflare, delivering 99% uptime for 150+ players

LEADERSHIP & AFFILIATIONS

Asian Business Student Organization

September 2025 – Present

Active Member

- Attend 2-3 professional events monthly (Networking, Professional Development) on a consistent basis
- Contribute 10+ volunteer hours a semester for community and fundraising events serving 50+ attendees
- Completed 3+ skill workshops (Resume & LinkedIn), applying changes to resume after every session

Management Information Systems Student Organization (MISSO)

Active Member

September 2025 – Present

- Join 1-2 employer sessions a semester (40+ attendees), logging 5+ recruiters and scheduling 3+ coffee chats
- Contributed to outreach initiatives by assisting in 100+ new member recruitments and event promotion
- Attend 2+ technical workshops (Excel, SQL), increasing scores by 20% across the term

Tu Viện Phước Đức

Team Lead

July 2023 - Present

- Implement Google tools (Sheets, Drive) to centralize documentation, reporting, and team transparency

SKILLS & INTERESTS

Technical Skills: Python, Java, C++, HTML/CSS, Microsoft (Excel, PowerPoint),

Languages: English (Fluent), Vietnamese (Fluent)

Interests: Reading (Manhwas), Baking (Cookies), Games (Fortnite, Valorant, Roblox), Working Out