

Minh Nguyen Do

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EDUCATION

Carnegie Mellon University | GPA: 4.00 / 4.00, Dean's List

Pittsburgh, PA

Intended B.S. Statistics and Machine Learning, Business Administration and Artificial Intelligence Minors Expected May 2028

Relevant Coursework: Fundamentals of Programming, Modern Biology, Modern Chemistry I, Intro to Accounting, Concepts of Mathematics, Principles of Microeconomics, Information Systems Milieux

Activities: Swartz Center for Entrepreneurship, Olympus Incubator Program, Asian Student Association Social Media Chair

Columbia University, New York City, NY, *Research Scholar*

July 2022 - July 2024

Research paper titled "Social Media CSR Strategy Efficacy and Impact on Consumer Behavior" with Professor Sonia Pereira of Columbia University, focused on market research, CSR/ESG, and decision science

WORK EXPERIENCE

SociaCourse, Co-Founder, San Francisco, CA

July 2023 - Present

- Manage team of ten digital marketers, software engineers, and college interns in the Bay Area and New York City
- Oversee B2B marketing, CSR/ESG research, company partnerships, and hiring
- Primary contact for advisory VCs and incubator mentor; pitch competition representative

PROJECTS

CSR Research

February 2022 - Present

- Curated marketing solutions for food/beverage CPG and retail businesses through microinfluencing and engagement-based cashback rewards for non-influencers
- Supervised San Francisco, New York City, and Los Angeles brand managers
- Built #baeeatsworld: 1,000+ creator community and hashtag with 35,000+ Instagram posts and 15M+ impressions

39 Pâtisserie, Founder, Saratoga, CA

August 2022 - Present

- Developed and launched five pastry collections for South Bay Area popups
- Managed team of four in R&D, baking, and logistics
- Spearheading development of brick and mortar afternoon tea service location and popups

LEADERSHIP EXPERIENCE

Carnegie Mellon University American Marketing Association, *Consulting Manager*

December 2024 - Present

- Leading internal rebrand consulting committee of ten members in research, web design, and social media teams
- Coordinating rebrand efforts with the AMA Executive Board, leading GBMs and internal research

Phillips Andover DECA/Launchpad, *Mentor and Judge*

July 2024 - Present

- Mentored students on all phases of business creation: validation, creation, traction, and pitching
- Lectured virtually on leadership in entrepreneurship and judged business pitch competitions

Pioneer Academics, *Advisory Board Member*

August 2022 - Present

- Youth Symposium lecturer for humanities and economics research scholars
- Contributed to internal and external marketing and scholar retention strategy

Silicon Valley Youth, *VP of Media*

August 2023 - August 2024

- Taught Speech and Debate for eight semesters, raising \$8,000 for underfunded public education programs
- 2024 District 4-C6 Leo of the Year, 2024 California MD4 Leo of the Year

Lions International, *Branch President*

August 2023 - August 2024

- Board of Advisors for Saratoga High School LEO Club
- 2024 District 4-C6 Leo of the Year, 2024 California MD4 Leo of the Year

ADDITIONALS

Languages: Fluency in English, Mandarin, and Spanish

Interests: Classical piano and violin, photography and videography, fashion and self-care