

## THY NGUYEN

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### EDUCATION

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#### Babson College, School of Business

*Bachelor of Science (B.S.) | Concentration: Entrepreneurship and Marketing*

**Wellesley, MA**

August 2017 - May 2021

- Honors: Natalie Taylor Scholar

#### Awty International School

*International Baccalaureate Diploma*

**Houston, TX**

August 2013 - May 2017

- Honors: National French Honor Society, International Thespian Society, National Art Honor Society, Civitas Civic Excellence award recipient

### WORK EXPERIENCE

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#### Ernst & Young

*Transaction Advisory Services Intern*

**Ho Chi Minh, Vietnam**

June 2018 - August 2018

- Conducted presentations for 2 mergers and acquisitions deals with a local warehousing company and a beauty salon to senior managers and partners
- Prepared 3 client meetings for M&A with local marketing firms

#### Joey's Pouch

*Co-founder and Promotion Manager*

**Wellesley, MA**

January 2018 - May 2018

- Student-run business selling water-resistant pouches to hold one's valuables and collaborated with a team of 21 to create and sell a product in which all proceeds go to the charity Cradles to Crayons
- Worked closely with the Australian Wildlife Protection Council (AWPC) to embed animal justice into the brand
- Executed deals with local zoos, shopping centers and grocery stores to promote the product
- Generated a profit of \$501 and sold 300 units through personal selling, promotion booths, and online sales

#### Lula Rides

*Marketing Intern*

**Boston, MA**

November 2017 - February 2018

- Drafted 2 scripts for focus groups held at Endicott College; these focus groups led to deals with the dean to implement a brand ambassador program at the school to promote outreach
- Directed photoshoots for the Lula Instagram, each post receiving at least a 70% engagement rate from followers

#### KIDO Group Corporation

*Marketing Intern*

**Ho Chi Minh, Vietnam**

June 2016 - August 2016

- Negotiated a deal with an advertising firm for KIDO's new advertising campaign and worked side-by-side with the company to develop slogans, advertisements, choose color schemes and designs, etc.
- Reported observations on competitors' promotion and marketing mix by visiting their physical retail stores and explored their competitiveness within the industry through interviews with retail employees
- Found that 80% of customers were loyal to one brand and the value of the packaging and presentation of the product; this led to the creation of a new design and further testing on the quality of the product

### LEADERSHIP AND INVOLVEMENT

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#### Kappa Kappa Gamma Sorority

*Membership Committee of Zeta Alpha Chapter*

**Wellesley, MA**

February 2018 - Present

- Planned and led the semi-annual chapter photoshoot; managed the budget and reduced 15% of budget costs compared to the last photoshoot

#### Babson Vietnamese Student Association

*Founder and President*

**Wellesley, MA**

September 2017 - Present

- Creates an inclusive community for existing and future Vietnamese Babson students while educating and engaging non-Vietnamese students in the culture
- Raised \$300 with a Vietnamese iced coffee event, a 7% increase compared to food events from other cultural organizations on campus

#### Microfinance Club

*Founder and President*

**Houston, TX**

August 2015 - May 2017

- Partnered with a local microfinance organization to help Pakistani refugees in Houston
- Raised over \$1000 for Pakistani refugees by running seasonal food snack businesses on campus

### INDEPENDENT PROJECTS

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#### Natalie Taylor Scholarship Project

**Wellesley, MA**

- Granted \$1000 in scholarship from Babson to pursue a project to promote social change and for a service immersion trip

#### Living Social Change – The Nosbab Project

*Co-founder*

**Wellesley, MA**

November 2017 - Present

- Creating a 5-part documentary-series examining social life and culture on Babson campus to expose myths about diversity and inclusion
- Collaborating with the Babson Glavin Chapel to proceed with the project