

GT Nguyen

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TECHNICAL SKILLS

Relevant Courses: Media Analytics, Design & Interactive Experiences, Programming for Engineers

Programming & Web: HTML, CSS, JavaScript; API integration, responsive design fundamentals

Data & Analytics: KPI tracking, A/B testing fundamentals, engagement and funnel analysis

Tools & Platforms: GitHub, Excel, AWS (foundational), Adobe Creative Cloud, Canva, Google Workspace

Languages: English & Vietnamese

WORK EXPERIENCE

BU Engineering Career Development Center | Boston, MA

September 2025 - Present

Marketing Intern

- Lead cross-functional collaboration with career advisors to define project goals and design **25+ digital assets**, using data analysis to enhance outcomes and increase CTR by **15%**
- Manage weekly communications for a **3000+ student audience** by applying engagement analytics and strategic refinement, translating raw data into actionable insights for content optimization and continuous improvement
- Embed structured metadata (skills, tools, domains, metrics) within campaign documentation and performance summaries to improve clarity and traceability across reports and portfolio materials

SXSW Sydney | Sydney, NSW, Australia

March 2025 - May 2025

Tech & Innovation Intern

- Conducted structured market research on **100+ emerging technologies and AI startups** to inform strategic content curation and innovation sessions, applying analytical frameworks to support decision-making
- Built and maintained industry relationships through targeted outreach, improving engagement with key stakeholders and driving an **18% increase in participation interest**, showcasing strong communication and relationship management skills

Boston University AdLab | Boston, MA

January 2024 - May 2024

Project Manager Intern

- Developed and maintained project timelines for a strategic **10-week integrated campaign** with the Geena Davis Institute, applying tools such as Gantt Charts and progress reports to monitor team workflow and potential roadblocks
- Managed cross-functional communication between creative, strategy, and account teams, as well as the executive board and client across 3 major deliverables, ensuring streamlined feedback loops and clarity in expectations
- Collaborated on campaign execution by **drafting press releases, coordinating media outreach, and creating LinkedIn announcements**; developed visual and written assets for consistent messaging and branding across social channels

EDUCATION

Boston University College of Communication | Boston, MA

May 2026

Bachelor of Science in Media Science, Minor in Hospitality Administration

- Dean's List, Nomination for GrandLabbie (BU AdLab)
- Sydney Study Abroad: Studied media in the Asia-Pacific region, gaining cross-cultural insight into global trends
- Relevant Courses: Media Analytics, Design & Interactive Experiences, Programming for Engineers

LEADERSHIP

BU Vietnamese Student Association | Boston, MA

September 2022 - Present

Culture Chair

- Organized Tet cultural showcase attracting 300+ attendees, increasing participation and campus engagement by 8%

Holy Spirit Youth Ministry | Fountain Valley, CA

May 2021 - Present

Social Media Coordinator

- Increased Instagram engagement by 77% with event graphics that strengthened connection with youth members