

# 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