

# HUYEN LE

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## EDUCATION

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### York University

Toronto, ON

*Bachelors of Commerce, Honour, Business Technology Management*

*Jan 2023-Present*

- **Relevant Coursework:** Business Statistics, Introduction to Financial Accounting, Management Information System
- **Awards:** LAPS International Student Entrance Scholarship 2022

## EXPERIENCE

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### Lassonde Blockchain Association

Toronto, ON

*Marketing Lead*

*August 2023 - Present*

- Managed digital marketing plans including strategies and content creations on social media platform. Utilized data analysis to boost Instagram's engagement rate to **84.8%** and grew **176%** followers in 8 months
- Conducted survey to gather insights on target audience for student housing project. Analyzed survey data to inform strategic decisions and support developer team in gathering customer feedbacks.
- Operated logistics for a Web3 workshop, securing **88 participants** with the Graph Foundation as a panelist. Promoted the association's activities on campus, fostering Web3 and blockchain awareness to other students.

### Ignition Hacks

Toronto, ON

*Marketing Executive*

*February 2024 - Present*

- Create and manage brand identity and organic content on social media platforms like Instagram, LinkedIn, TikTok..
- Implement effective marketing strategies to suit the organization's vision and appeal to the target audience.

### H&B Company

Hanoi, Vietnam

*Customer Services Intern*

*May 2023-August 2023*

- Applied Excel proficiently to monitor and document customer feedback, compiling weekly reports detailing clients' satisfaction with previous purchasing experiences .
- Collected and analyzed news related to the agribusiness industry to promote products to customers.
- Provided valuable support to the team by assisting in the preparation of documents pertaining to clients' inquiries, ensuring prompt and accurate responses to customer needs.

## COMPETITION

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### Top 5 - Scotiabank's Canada Top Students 2023

Nov 2023

- Collaborated with other members to develop a new technical product aimed at enhancing online banking accessibility for elderly individuals.
- Researched national smartphone user statistics to develop customer profiles, support in reporting financial budget and map processing for marketing campaign.

### L'Oreal Brandstorm 2024

Jan 2024

- Collaborated with 2 other members to develop a smart hairbrush for L'Oreal Professional Product Division.
- Built a prototype for the smart hairbrush and used **Figma** for the online application design.

## CERTIFICATION

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### PL 300 Microsoft PowerBI Data Analyst Course

Sep 2023

### Querying Data with Microsoft T-SQL Course

July 2023

### DP900 Azure Data Fundamentals Course

July 2023

## SKILLS

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**Programming Languages:** Python,SQL, T-SQL,HTML, CSS

**Tools:** MS Office, PowerBI, Tableau, Microsoft SQL Server, Azure Data Studio

**Editing Tools:** Capcut, Canva, Figma