

Todd Cao

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About me

I am a rational marketer who believes creativity shines brightest when measured by metrics. With over 14 years of professional and teaching experience, I empower students to transform aesthetic ideas into metric-driven campaigns that captivate employers' interests.

Education

PhD	University of Southern Queensland Australia , Marketing	2024 - 2026
	<ul style="list-style-type: none">• PhD by Publication• Supervisors: Prof. Dr. Catherine Prentice, Dr. Jenny Wang, Dr. Nguyen Hoang Sinh• Interests: Consumer well-being, Religious consumption, Compensatory consumption	
PhD	Ho Chi Minh City Open University Vietnam , Business Administration	2024 - 2026
	<ul style="list-style-type: none">• PhD by Thesis• Supervisors: Prof. Dr. Catherine Prentice, Dr. Jenny Wang, Dr. Nguyen Hoang Sinh• Interests: Artificial Intelligence and Deepfake, Social influencer marketing	
Master	Ho Chi Minh City Open University Vietnam , Business Administration	2017 - 2019
	<ul style="list-style-type: none">• Supervisors: Prof. Dr. Nguyen Minh Ha• Valedictorian (Entrance Exam score 9.44 - GPA 8.44 - Defense score 9.8)• Interests: Athletic Endorsement	
Bachelor	Hung Vuong University , Accounting	2011 - 2015
	<ul style="list-style-type: none">• GPA 7.32• Interests: Auditing	

Experience

Van Lang University , Lecturer	Ho Chi Minh, Vietnam
<ul style="list-style-type: none">• Delivered courses in Principles of Marketing and Strategic Marketing Management• Facilitated student exchange programs with partner universities in Taiwan• Prepared and managed longitudinal datasets for academic research• Coordinated international academic conferences and events	2023 - 2024
Rouen University France - Vietnam campus , Lecturer	Ho Chi Minh, Vietnam
<ul style="list-style-type: none">• Delivered Principles of Marketing, integrating practical business applications• Instructed international cohorts of French exchange students, enhancing cross-cultural learning	2021 - 2021
Nguyen Tat Thanh University , Lecturer	Ho Chi Minh, Vietnam
<ul style="list-style-type: none">• Instructed second- and third-year cohorts in English for Medical Terminology• Developed midterm and final examination assessments to evaluate learning outcomes	2020 - 2023

- Designed faculty-level curricula and instructional materials

IMAP Corporation, Academic Trainer and Teacher

Ho Chi Minh, Vietnam
2018 - 2024

- Trained and supervised 30+ teachers to ensure instructional quality
- Delivered English language instruction to over 5,000 students
- Mentored 200+ students to achieve IELTS 7.0 or higher

NIS International School, Brand Manager

Ho Chi Minh, Vietnam
2017 - 2020

- Managed Nguyen Son campus operations and daily administration
- Supervised cross-functional teams across Sales, Academic, and Human Resources departments
- Increased student enrollments by 10% through targeted outreach initiatives
- Developed and executed brand communication strategies to enhance school visibility
- Built partnerships with local communities and media outlets to strengthen brand reputation
- Planned and oversaw promotional campaigns, events, and digital marketing activities

Greenwich Univeristy England - Vietnam campus, Marketing Executive

Ho Chi Minh, Vietnam
2017 - 2017

- Conducted outreach campaigns at high schools across Ho Chi Minh City to promote university programs
- Organized and managed recruitment events on campus and at partner high schools
- Engaged prospective students and converted leads into enrollments through personalized consultation

Freelance, Event Organizer

Ho Chi Minh, Vietnam
2014 – 2016

- Organized Investment Day for Fich Clinic to attract potential investors
- Directed the stage play "Wukong Re-Spring" with a cast of 30+ actors, awarded \$3,000
- Coordinated charity travel tours to an orphanage with 50 participants
- Planned and executed three events for Cali School with 210+ guests in total
- Managed four cultural and community events for Leaf Pagoda, each hosting over 70 attendees
- Designed and organized the competition game "The Amazing Race" with 24 participants

Freelance, Marketing Executive

Ho Chi Minh, Vietnam
2012 – 2015

- Organized promotional events at Lucuffee to increase brand visibility
- Coordinated an international team to support operations and marketing activities
- Managed promotion and introduction of new cocktail and wine offerings
- Developed event agendas and marketing content for beauty vlogger Goc Cua Ru

Youth Learning Center, Founder of Yumetalk

Ho Chi Minh, Vietnam
2011 – 2013

- Established Yumetalk, an English learning and cultural exchange program for youth
- Designed and delivered interactive workshops to improve students' communication and public speaking skills
- Recruited and managed volunteer teachers, building a team of 10+ instructors
- Organized community events and language exchange sessions with 100+ participants

Publications

Cao, T., Prentice, C., Wang, Q., & Nguyen, H. S. (2025). Compensatory consumption: A review and research agenda using the Theory-Context-Characteristics-Methodology framework. <i>International Journal of Consumer Studies</i> , 49(5), e701112.	Published
Cao, T. (2025). Self-discrepancy and gambling retention: A conceptual model of motivational and moral pathway. <i>Strategic Business Research</i> , 100001.	Published
Cao, T. (2025). Navigating dual identities: How bicultural consumers leverage luxury consumption to cope with perceived discrimination and enhance well-being. <i>Journal of Development and Integration</i> .	In Press
Cao, T., Prentice, C., Wang, Q., & Nguyen, H. S. (2025). Financial self-discrepancy, consumer well-being, and luxury preferences: The moderating effect of access-based luxury formats. <i>Psychology & Marketing</i> .	Second Revision
Cao, T., Prentice, C., Wang, Q., & Nguyen, H. S. (2025). Conflicted by faith, drawn to pleasure: How religious self-discrepancy shapes product choices. <i>International Journal of Consumer Studies</i> .	First Revision
Cao, T. (2025). From waste to worth: How true-to-ideal authenticity, actual-ought discrepancy, and user-generated content shape willingness to pay for upcycled food. <i>Asian Business and Management</i> .	Submission
Ha, N. M., & Cao, T. (2019). Constructing athlete identification and the effectiveness of athlete endorsement on customer's purchase intention. <i>Journal of Distribution Science</i> , 17(8).	Published

Awards

Selected as University Representative for Accreditation by Open University and the Ministry of Education, recognizing academic quality and leadership.	2021
Awarded "Dedicated Teacher" for outstanding commitment to student success.	2021
Awarded "Best Teacher of the Year" for instructional excellence.	2020
Appointed as University Representative for FIBAA Accreditation, contributing to international program evaluation.	2020
Valedictorian of Master's Program, awarded for highest overall academic achievement.	2019
Achieved Highest GPA in Master's Program, recognized for academic excellence.	2019
Recognized for Highest Score in Master's Thesis Defense.	2019
Secured First Place in Master's Entrance Examination.	2017

Scholarships and Fundings

USD 123,600 Full scholarship for the Cotutelle PhD program at the University of Southern Queensland, Australia	2024 – 2026
USD 20,000 Research funding from the Ministry of Education and Training (Grant B2024-MBS-09)	2024
USD 3,000 Full scholarship for the Master's program at Open University Vietnam	2017 – 2019
USD 160,000 Research funding application submitted to NAFOSTED	Under Review – Second Round

Skills

Languages: Vietnamese (native), English (IELTS 8.0)

Analytical Skills: Experimental (Quantitative), Quasi-Experimental (Quantitative), Cross-Sectional Research, Systematic Literature Review

Software & Tools: RStudio, SPSS, PLS-SEM, Quarto, GitHub