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**Melody Nguyen**

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**PROFILE**

Energetic & self-motivated Global Marketing Management student with a passionate for social media marketing. Excels at data analytics, creative graphic design, innovative project management, strong written & verbal communication skills.

**EDUCATION**

**Pace University, Lubin School of Business,** Pforzheimer Honors College New York, NY

Bachelor of Business Administration, Global Marketing Management May 2026

Relevant Coursework:Computer Science, Microeconomics, Contemporary Business, Public Speaking, Communications

**Santa Teresa Highschool (STHS)** San Jose, CA

**GPA:** 3.95 June 2022

**ACADEMIC PROJECTS**

**AMA Wall Street Journal Case Competition** October 2022 – December 2022

* Cultivating marketing strategies through research, environmental analysis & SWOT analysis to increase WSJ’s engagement & membership rates

**BIZ Café Simulation** September 2022 – December 2022

* Collaborated with teammates to develop a business plan, set employee pay rates and calculate compensation costs.
* Established product pricing, website development, created and analyzed income statements and balance sheets.

**LEADERSHIP EXPERIENCE**

**Pace University Entrepreneurship Club & Data Analytics Club (Informs)** New York, NY

Director of social media & Marketing November 2022 – Present

* Creating interactive content to proficiently provide important club information using programs like Canva

**STHS Women Empowerment Club** New York, NY

Present & Founder January 2021 – June 2022

* Initiated educational campaigns, hosted donation drives, chaired meetings & established social media team to promote an inclusive community of diversity feminist & provide leadership opportunities for young activist

**Santa Teresa High School Link Crew Orientation** San Jose, CA

Host & Event Coordinator June 2021 – August 2021

* Directed & MCed student Orientation, trained volunteers, organized club rush, mapped out campus tours to provide a welcoming first in-person experience for incoming highschoolers

**ACTIVITIES**

**American Marketing Association,** Sept. 2022 – Present

* Professional Development Committee
* Head Director of Graphic Design for Doghouse Agency

**Model United Nations** August 2021 – June 2022

6X award winning delegate

* Conducted in-depth research, competed in national debates & exercised collaboration, negation & delegation

**SKILLS**

**Programming skills:** Curating Excel spread sheets for data analytics

**Software programs:** Proficient on Microsoft Office & Word, video production on Davinci Resolve & iMovie for YouTube, Canva for content creation on Instagram, Adobe Photoshop for photo editing

**Languages:** Fluent inEnglish & American Sign Language, learning Vietnamese