

Nguyen Thi Thuy An

Vietnam

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[LinkedIn](#)

EDUCATION

FULBRIGHT UNIVERSITY VIETNAM

2021 - 2025

Bachelor of Economics, Minor in Computer Science

- GPA **3.71**, IELTS **7.5**, EF SET **C2 Proficient**
- The **youngest** selected candidate to join a **12-week consultancy internship in Taiwan** - Youth Business Talents Initiative Program 2023, featured on [TEEP 2023](#) with an acceptance rate of 15%

PROFESSIONAL EXPERIENCE

GLOBAL ANGLE

Sep 23' - Feb 24'

Strategic and Management Consultant Intern (Singapore, remote)

A B2B global market research consulting firm elevating for business insights and success - [Global Angle](#)

- Coordinated with local researchers, conducted expert interviews, and synthesized findings into a pitching deck, which resulted in **2 successful market entry strategies** for F&B and the Manufacturing industry clients within 3 months
- Conducted qualitative and quantitative research on international trade dynamics and regulatory frameworks, succeeded in developing a market entry strategy for a Thailand-based client venturing into the USA conduit market **within a 2-month project**
- Applied data-driven precision and spearheaded international trade data (ITC) analysis for import/export trends **across 10+ countries** (US, Japan, UAE, etc.) to discern key trends and insights of targeted products

TOFORD PLASTIC MFG CORP

June 23' - Sep 23'

Project Consultant (Taiwan, onsite)

A leading plastic manufacturing company in Taiwan since 1978, that delivers high-quality HDPE products innovation - [Toford](#)

- Conducted thorough market research across Asian markets, to ensure compliance with export-import regulations and ESG framework for new product market entry strategies - HDPE boat
- Demonstrated in-depth internal analysis, including SWOT and value chain analysis, contributing to the on-site company project execution in Taiwan within a **2-month**, achieving a **cost reduction of 10%** in the production process
- Collaborated with a **multinational team of 5 members** to conduct sales and financial strategies, resulting in a **20% reduction in potential risks** for the HDPE boat product's export process

KATALON

Sep 22' - Dec 22'

Digital Marketing Intern (Vietnam, onsite)

A modern, comprehensive quality management platform that helps teams deliver the highest quality digital experiences - [Katalon](#)

- Optimized social media strategies, increasing organic following by **25% - 5000 followers** on LinkedIn within **6 months**
- Performed SEO analysis and collaborated with Marketing Performance teams to develop strategic multichannel marketing campaigns that increased website and landing page traffic by **30% over 2 months**
- Extrapolated and interpreted marketing performances using data analysis tools (Google Analytics, Python, SQL) to extract actionable insights and conduct monthly reports

LEADERSHIP

TRA DA MENTOR

Aug 21' - now

Marketing Manager

An education enterprise that offers a 1-on-1 3-month life-mentoring program - [Trà Đá Mentor](#)

- Led a team of **15 executives and interns** over 6 projects to investigate client databases and create marketing campaigns, resulting in **12,000 organic followers** on Fanpage, **5000 members** on Community, and **6,500 engagements**/posts on Facebook
- Analyzed the organization's strategic future development and executed OKRs that generated **140 customers** and **\$3000 in revenue** in a year and raised **funding of \$2,000** from TechYouth Incubator and VinUniversity
- Facilitated strategic planning to increase MQLs, SQLs, and conversion rates by creating multiple omnichannel touchpoints (Facebook, LinkedIn, Youtube, Email, Blog, and Webinars) and implementing social listening

ADDITIONAL INFORMATION

- **Certifications** in Hubspot Inbound Marketing, Hubspot SEO, Hootsuite Platform, and Hootsuite Social Media Marketing
- **Top 2 selected international students** received the **Summer Research Scholarship Programme** in Business from the University of Auckland, New Zealand, in 2023
- **Top 4%** out of 750 students had an **international internship** in the Venture Fellows Program - VFP 2022 by the Fulbright Center for Entrepreneurship and Innovation (CEI) at Fulbright University

SKILLS

Python, SQL, Canva, MS Microsofts (Excel, Word, PowerPoint), Google Workspace