

# Nguyen Thi Thuy An

Vietnam

(+84) 923.176.478

[atnt.thuyan@gmail.com](mailto:atnt.thuyan@gmail.com)

[LinkedIn](#)

## EDUCATION

### FULBRIGHT UNIVERSITY VIETNAM

2021 - 2025

Bachelor of Economics, Minor in Computer Science

- GPA **3.71**, IELTS **7.5**, EF SET **C2 Proficient**
- **Top 15%** and **the youngest** selected participant to join a **12-week consultancy internship in Taiwan** - Youth Business Talents Initiative Program 2023, featured on [TEEP 2023](#)
- **Top 4%** out of 750 students to be selected to have the **international internship** in the Venture Fellows Program - VFP 2022 by the Fulbright Center for Entrepreneurship and Innovation (CEI) at Fulbright University

## PROFESSIONAL EXPERIENCE

### 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 pages traffic by **30% over 2 months**
- Extrapolated and interpreted marketing performances using data analysis tools (Google Analytics, Python, SQL) to extract meaningful insights and conduct monthly reports

### OTRAFY

June 22' - Sep 22'

Marketing Intern (USA, remote)

An AI-powered B2B SaaS supplier management software that ensures supplier compliance and manages risks - [Otrafy](#)

- Conducted literature reviews and performed competitor analysis in the SaaS F&B industry to develop effective marketing plans, increasing by **1000 followers** and **120 leads** through LinkedIn within **3 months**
- Promoted the strategic marketing campaign for the **Startup Worldcup 2022** competition - Vietnam's representative
- Performed stakeholder management in marketing branding by connecting with worldwide reporters, resulting in **8 articles published**, elevating F&B B2B SaaS industry visibility

## LEADERSHIP

### TRA DA MENTOR

Aug 21' - now

Marketing Manager

An education enterprise that offers a 1-on-1 3-month mentoring program to achieve self-development between one high school and university student and one Life mentor - [Trà Đá Mentor](#)

- Led a team of **15 executives and interns** over a 9-month project to investigate client databases and create marketing campaigns, resulting in **10,000 organic followers** on Fanpage, **4,500 members** on Community, and **3,500 engagements/post** on Facebook
- Analyzed the organization's strategic future development and executed OKRs that generated **120 customers** and **\$2500 in revenue** in 9 months 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 10 final out of 144** teams in Circular Economics Hackathon Competition by Youth Opportunities Vietnam 2022
- **Champion** award on **Sustainability Project** for Fulbright at Leadership Camp 2023 with more than 50 participants

## SKILLS

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