

VY HUYNH

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Education

B.S, Business/Management Information System

May 2023

San Jose State University

Current GPA: 3.9

Entrepreneurship Experience

Founder, GirlBossTees

Oct 2020 - Dec 2020

- Designed graphic t-shirts with a mission of inspiring young girls to lead.
- Researched, planned, and executed digital brand marketing on Instagram and Facebook.

CEO/Co-founder, Appa's Sweet Accessories

Dec 2016 - Jul 2017

- Supervised two employees to manage over 1,000 inventory products.
- Stimulated revenue from \$0 to \$1,000/month through social media promotions (organic, without spending on ads).
- Researched and analyzed accessories' market qualities and prices.

Volunteer, Techfest Vietnam

Sep 2019

- Facilitated entrepreneur speakers' presentations.
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Work Experience

Social Media Marketing Manager, Asian American Women's Alliance

Oct 2020 - Present

- Design all marketing materials for LinkedIn, Facebook, and Instagram.
- Increase engagement rate from 1% to 12%, total organic reach/month by 30x.

Project Coordinator Intern, Autodesk

June 2021 - Present

- Recent internship

Intern, San Francisco General Hospital and Trauma Center

Jun 2019 - Aug 2019

- Coached new interns in the Messenger department.
- Obtained hospital management knowledge by interviewing two Directors of Administrative Operations.

Sales Associate - Visual Merchandiser, Gap Inc.

Jun 2018 - Aug 2019

- Generated and lead converted over 100 customers for the Gap BRIGHT reward program.
- Enrolled five customers for the Gap credit card program.

Sales Associate, World Financial Group

Jan 2018 - Aug 2018

- Sold two life insurance packages within three months of training.
 - Collaborated with clients to customize the perfect insurance package for their needs.
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Awards and Honors

- 10,000 DEGREES 4-year Scholarship
- SJSU President's Scholar

Aug 2019 - May 2023
2019 - 2020

Skills

Languages: Fluent in English and Vietnamese.

Software: Proficient with Microsoft Office, G-suite, Aha!, Asana, JIRA, Mural, Wiki Confluence, Canva.

Extracurricular Activities

Alumni Committee, SJSU Management Information Systems Association (MISA)

Aug 2020 - Present

- Networking through corporate events, workshops, banquets.

Speaker, 10,000 Degrees

Dec 2020

- Delivered a testimonial speech to donors/sponsors.

Event Planner/Moderator, Asian American Women's Alliance

Nov 2020

- Planned a virtual career seminar event of 200 attendees.
- Enhanced speaker relations with clear and concise communication strategies.
- Led professional career discussions in small groups of 40 people.