

NGHI TRAN

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EDUCATION

Northwestern University (#7 NU) | School of Communication

Evanston, IL

Bachelor of Science in Communication Studies & Cognitive Science | Minor in Business

June 2026

- **Cumulative GPA:** 3.74/4.00

- **Relevant Courses:** Accounting, Corporate Finance, Macro/Microeconomics, Marketing, Strategic Communication

RELEVANT EXPERIENCE

Vietcetera Media

Ho Chi Minh City, Vietnam

Marketing Intern (F&B Division)

June 2025 – September 2025

- Developed and published cross-platform social media content (Instagram, Facebook, YouTube), highlighting Vietnamese F&B culture for one of Vietnam's fastest-growing digital media companies, with monthly audience network of 20 million
- Researched F&B trends to inform storytelling strategies, driving a 27% increase in views and 8% growth in accounts reached
- Collaborated with editorial, design, and video teams to execute cohesive, brand-aligned assets for weekly features and series
- Tracked audience engagement and feedback to optimize social media content strategy and strengthen community connection

Premier Early Childhood Education Partners

Chicago, IL

Business Development Intern

April 2024 – June 2024

- Evaluated 2000+ potential acquisition opportunities and prepared investment review packages for the Board of Directors
- Researched and compiled data on tuition rates of 60+ nearby competitors for Premier's centers to determine price increases
- Performed due diligence and valuation analysis on acquisition candidates, offering strategic viability recommendations

Form & Function Marketing Agency

Evanston, IL

Marketing Consultant

October 2023 – May 2026

- Honored with Strongest Strategy (sole recipient) at annual F&Fie Awards for delivering high-impact consulting strategies
- Analyzed client brands (Curt's Café & Artisan Chicago) to create tailored brand messaging and digital marketing strategies
- Enhanced Curt's Café's digital presence, gaining a follower growth of 18% through creative photography and engaging posts
- Designed brand guidelines, curated social media content, and delivered B2B marketing strategies with a competitive audit, resulting in a 20% increase in B2B inquiries and elevating Artisan Chicago's visibility in the luxury furniture market

FPT Corporation

Ho Chi Minh City, Vietnam

Digital Marketing Intern

June 2023 – September 2023

- Developed monthly digital marketing plans for FPT Play, one of Vietnam's leading over-the-top entertainment applications
- Produced engaging photo and video content on Google and Facebook, attracting 1000+ followers and 600+ new reach/month
- Generated 35 app notifications per week, increasing click-through rates by 10% through compelling movie series promotions
- Researched and analyzed competitors in Vietnam's OTT market, identifying opportunities to enhance FPT Play's positioning

Advantage Prep Tutoring Business

Remote

Social Media Marketing Assistant

November 2022 – April 2023

- Conducted competitive analysis and composed an overall marketing plan aiming to reach more target students and parents
- Managed Facebook page and engaged with 30+ clients to provide information and support on SAT training programs
- Supervised content planning and design ideas for Facebook page, driving 3600+ followers and 2000+ new reach/month

LEADERSHIP EXPERIENCE

Institute for Student Business Education

Evanston, IL

Marketing Project Manager

March 2023 – May 2026

- Managed a team of 7 in building a comprehensive marketing plan for a local Thai restaurant (Yasotorn); key initiatives included competitive analysis, menu redesign, website optimization, and social media management
- Formulated brand guidelines, oversaw media planning and design concepts for restaurant's Facebook and Instagram pages

Vietnamese Student Association

Evanston, IL

Social Media Chair & Cultural Show Director

February 2023 – June 2026

- Promoted upcoming events and boosted audience engagement via Instagram and Facebook pages, gaining 700+ followers
- Directed a 35-member team in event planning, logistics, performances, and promotion, resulting in a highly praised cultural show that attracted over 200 attendees, fostered community engagement, and strengthened VSA's campus presence

SKILLS AND INTERESTS

- **Skills:** Microsoft Office (Word, Excel, PowerPoint), Tableau, Qualtrics, Canva, Figma, Adobe Illustrator, Google Workspace, Google Analytics, Mailchimp, market research, social media management (Facebook, Instagram, YouTube)
- **Membership:** Vietnamese Student Association, Women in Business, The Daily Northwestern, Northwestern K-Dance
- **Interests:** Pickleball, Dance, Trading Card Collecting, Anime, Calligraphy, Traveling to Vietnam's Provinces, Board Games