



HUYNH NGOC HIEU

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As a Marketing and Technology undergraduate at UEH, I am passionate about building impactful campaigns that combine creativity, technology, and social value. My experience spans content creation, project planning, communication, and R&D, applying design thinking to solve real-world problems. I'm especially interested in disability inclusion strategies and aspire to contribute fresh perspectives and innovative ideas to support diversity and community-driven projects at company.

EDUCATION

University of Economics Ho Chi Minh City (UEH) Aug 2023 – Dec 2026 (Expected)

Bachelor of Marketing and Technology

- GPA: 3.77/4.0
- Relevant Coursework: Technology Application in Marketing, Big Data on Social Media, AI for Marketing, Business Simulation, MIS Systems, Customer Behavior, Business Analytics
- Sharing the Dream Scholarship – UEH
- Cánh Chim Nghị Lực – Ho Chi Minh City Youth Union

RMIT University Vietnam Oct 2024 - Jan 2026 (Expected)

SEUP English Program – Pre-Advanced

- 100% Scholarship Recipient

ACADEMIC PROJECTS

► **Evaluating the effectiveness of social media tools in marketing** Sep 2025 - Present

Social Media Strategy Course

- Conducted a mixed-methods research project evaluating Vinamilk's social media effectiveness
- Analyzed 204 survey responses using descriptive and PLS-SEM methods, revealing significant links between all five journey stages

► **Impact of AI-driven personalization on purchase decision** Jan 2025 - Mar 2025

Marketing Research Course

- Conducted a quantitative study on AI-driven personalization in e-commerce
- Analyzed perceived privacy and customer engagement.
- Applied Stimulus-Organism-Response (SOR), Consumer Perceived Value (CPV), and Privacy Calculus frameworks, using PLS-SEM analysis on 369 valid survey responses. The research revealed that AIP positively affects engagement and purchase intention, while perceived privacy concerns weaken this relationship.

Achievement: Awarded Grade A

► **Metaverse In Marketing** Jan 2025 - Mar 2025

AI for Marketing Course

- Researched VR/AR applications in marketing (Nike and Hyundai case)
- Collected customer feedback and proposed improvements for user experience.

Achievement: Top score and positive lecturer feedback.

RELEVANT PROJECTS

► **Upshift Vietnam (AIESEC x UNICEF)** Jul 2025 - Present

- Developed a Vietnamese-learning website for hearing-impaired/ deaf individuals.
- Received 100 million VND funding to implement project.
- Collaborated with KOLs and CED organization for data and communication plan.

Achievement: Successful pitching to Round 3.

► **Top 3 - The Future CEO – Semi-finalist** Jul 2025 - Dec 2025 (Expected)

- Project: Communication Campaign for an Accessible City
- Pitching problem solving for case and apply design thinking to solve problem

► **The Hand Rehab Project (with HCMUT)** Aug 2024 - Aug 2025

- Ideated and developed project plans, conducted user interviews to identify real needs and ensure user-centered design.
- Created communication content and campaign scripts to promote the product effectively.
- Designed and tested a rehabilitation device integrating interactive games, supported by DRD Vietnam during the product testing and launch phase.

► **Green Puzzle Project** Oct 2024 - Jun 2025

- Collaborated with partners Ánh Dương, Á Châu, and NHO to process 500kg of used batteries.
- Assisted in event logistics and coordinated the “Sống Xanh” sustainability webinar
- Engaged sustainability KOLs to raise youth awareness of eco-friendly and sustainable lifestyles.

► **SCG Community Challenge – Top 6 National Projects** Aug 2023 - Aug 2024

- Raised idea, test product, research (R&D)
- Led R&D and communication (content, and build video promotion for product) for a laser-based obstacle detection device for the visually impaired.
- Selected as Vietnam Ambassador to represent at the Asian Competition in Thailand.

► **Neverland Project – Microsoft Supported** Dec 2022 - Feb 2023

- Developed event plan and agenda for over 300 students with visual impairments.
- Promoted mental and emotional well-being through inclusive activities and workshops

WORK EXPERIENCE

► **Telesales Team Leader, FIGO Group** Oct 2023- Oct 2024

- Managed data collection and cleaning, assigned tasks to 5+ telesales members.
- Achieved 30% KPI growth through improved workflow and team motivation.
- Recognized by local newspaper for contributions to community projects.

SKILLS

- Digital & Social Media Marketing: Basic
- Content Writing & Storytelling: Proficient
- Market Research & Data Analysis: Basic
- Event Planning & Public Speaking: Advanced
- Microsoft Office Suite (Excel, PowerPoint, Word): Proficient
- Communication Skills: Proficient
- Teamwork & Collaboration: Advanced