

NGUYEN DUY PHUONG MAI

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Aug 2022 - Present

Bachelor of Social Science

- Double Major in Psychology and Marketing
- Recipient of KKH Scholarship

RELATED EXPERIENCE

SMU PSYCHOLOGY SOCIETY – Director of Academic Development

Jan 2024 - Present

- Organise academic events such as speaker sessions, workshops, and panel discussions, covering a wide range of psychology topics and academic growth opportunities, presented to 70-100 participants
- Oversee and maintain shared academic resources, ensuring accessibility to all psychology majors
- Collaborate with faculty members, professionals, and external organizations to facilitate networking opportunities and offer career guidance to psychology students

WRITING AND REASONING – Teaching Assistant

August 2023 – Present

- Conducted initial student consultations, providing guidance and support in understanding course material
- Collaborated with the instructor to ensure effective instructional support and a positive learning environment
- Executed administrative work associated with student projects for enhanced course engagement

ICON CHAO VIETNAM – Marketing Director

Jan 2023 - Dec 2023

- Devise frequent promotional contents and materials through a multitude of social media campaigns to increase Chao Vietnam's social media presence by 150% and increase followers' response rate by 15%
- Design posters, infographics, banners Instagram post templates, etc. through tools such as Canva and Photoshop
- Write and organize contents of Electronic Direct Mail (EDM) to SMU students and of communication between ICON and Chao Vietnam

ICON CAMP - Lead Marketing Director

Jan 2023 - Dec 2023

- Develop and create merch, promotional content, and materials through multiple forms of social medias
- Design posters, infographics, banners, Instagram post templates, etc. through tools such as Canva and Photoshop
- Write and organize contents of Electronic Direct Mail (EDM) to SMU students
- Manage and frequently update ICON CAMP's social media channels

SKILLS & INTERESTS

- Fluent in English; Native in Vietnamese
- Softwares: IbisPaint X (digital drawing); Canva (designing visual contents); and Microsoft Office Suite (Word, PowerPoint, and Excel)
- Interested in English, Psychology, Marketing, and Entrepreneurship
- Available periods for internship - 1st May 2024 to 31st July 2024

COMMUNITY SERVICE

PROJECT SMILE MANILA XIII 2023

Manila, Philippines

Volunteer - Marketing Deputy

Aug 2023 – Jan 2024

- Design merchandise, promotional content, and materials through multiple forms of social medias
- Assist in rehabilitation process of female minors who have previously experienced sexual and/or domestic abuse
- Facilitate physical activities and workshops to foster the girls' life skills and self-confidence