

# Nghi Phuong Huynh Pham (Mina)

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## EDUCATION

Bachelor of Science, Supply Chain Management

Expected May 2027

W. P. Carey School of Business, Barrett, The Honors College, Arizona State University

GPA: 3.97

- **Minor:** Real Estate
- **Certificate:** Applied Business Data Analytics, Professional Sales
- **Awards:** New American University Scholarship, Dean's List 2023-2024 Undergraduate Student Government Leadership Scholarship, Sam & Ida Turken Scholarship (2024-2025, 2025-2026), 2025-2026 Art Cunningham Memorial Scholarship, 2025-2026 Changemaker Leadership Scholarship, ASU Global Education Office Scholarships (*Merit Scholarship, International Student Scholarship*)

## PROFESSIONAL EXPERIENCE

**Fashion Board Intern, Avalon Apparel, Los Angeles, CA**

December 2025 – Present

- Provide weekly trend insights shaping 20+ private-label styles for Nordstrom, Macy's, Target, and Urban Outfitters
- Produce monthly Gen Z reports analyzing 100+ micro-trend signals from TikTok, Instagram, and Pinterest
- Support data-driven design decisions with trend analysis, improving concept validation, and product fit

**SWIV, Office Assistant, ASU Enterprise Technology, Tempe, AZ**

March 2025 – Present

- Perform data entry and process 50+ department requests monthly, including hiring, termination, surplus management, equipment orders, and workflow updates for Enterprise Technology
- Deliver, install, troubleshoot, and replace technology assets across all ASU campuses, supporting staff and faculty
- Manage documentation, communications, and asset tracking for 500+ technology devices, streamlining office operations

**Marketing Intern, SmartProtect Public Safety Solutions, Wilmington, DE**

May 2025 – August 2025

- Executed multi-channel marketing campaigns that increased brand visibility by 130% and supported growth initiatives
- Managed and produced social content, boosting audience engagement by 75% across priority platforms
- Conducted market and competitor research to identify 10+ actionable trends that informed campaign strategy

## LEADERSHIP EXPERIENCE

**Marketing & Event Director, Asian Corporate & Entrepreneur Leader**

May 2025 – Present

- Collaborate with the national ACEL leadership to promote professional development and strengthen the AAPI community
- Coordinate 3–5 events per month, including networking mixers, cultural celebrations, and leadership workshops
- Manage and create content for ACEL's social media and website, increasing engagement by 350% in 90 days through strategic posting, branding consistency, and audience insights

**Changemaker Scholar, Change Activator, Changemaker at ASU**

April 2025 – Present

- Collaborate with a network of Changemaker leaders, ASU faculty, and external partners to design and implement sustainability, entrepreneurship, and community development projects
- Lead and support over 5+ large-scale Service, Social Entrepreneur & Innovation, Sustainable events, and Civic Engagement initiatives each semester to drive local and global social impact
- Strengthen leadership and project management skills through intensive retreats and mentorship programs annually

**Vice Chancellor of Operations, National Residence Hall Honorary**

November 2023 – April 2025

- Managed a \$2,300 annual budget, ensuring 100% financial compliance.
- Coordinated over 20 events annually, engaging more than 500 students and achieving 100% satisfaction ratings.
- Improved council meeting efficiency by 30% through standardized minute-taking and archiving processes.

## SKILLS AND TECHNICAL PROFICIENCIES

- **Technical Skills:** Microsoft Office Suite, Google Suite, SQL, Tableau, Python, Canva, CRM, SAP, Oracle
- **Languages:** Vietnamese (*Native*), English (*Fluent*), Chinese (*Elementary Proficiency*), Korean (*Elementary Proficiency*)
- **Interests:** Sustainability, Marketing, Golf, Entrepreneurship, Real Estate Investment, Fashion, Cosmetics, Food/Beverage

## VOLUNTEER AND EXTRACURRICULAR ACTIVITIES

**Community Involvement:** the Barrett Leadership and Service Team, and East/Southeast Asian Student Volunteer Program.

**Club and Organization:**

- Current Vice President of Marketing, Dean's Advisory Council: *Increased visibility by 500% through targeted campaigns*
- Current Mentor & Member: Asian Business Leaders Association, Supply Chain Management Association
- Current Member: Women's Business Leaders Association, Real Estate Club, The Golf Club, Academic Excellence Council