

# THY NGUYEN

[tn1061@nyu.edu](mailto:tn1061@nyu.edu) | [www.linkedin.com/in/dthynguyen](https://www.linkedin.com/in/dthynguyen) | +1 (646) 836-9349

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## EDUCATION

### New York University, Class of 2024

Master of Arts (M.A.) in General Psychology

- GPA: 4.00/4.00

New York City, NY

January 2023 - Present

### Babson College, Class of 2021

Bachelor of Science (B.S.) in Business Administration

- GPA: 3.41/4.00, Cum Laude
- Natalie Taylor Scholarship for Social Change and Service

Wellesley, MA

August 2017 - May 2021

### Awty International School, Class of 2017

International Baccalaureate Diploma Program (I.B.D.P.)

- GPA: 3.72/4.00
- International Thespian Society, National Art Honor Society, Civitas Civic Excellence Award

Houston, TX

August 2013 - May 2017

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## CURRENT EXPERIENCE

### Social Perception Action and Motivation Lab (PI: Emily Balcetis, Ph.D.)

Research Assistant

- Analyzed 200+ news articles on leadership for a leadership diversity project; categorized the articles' images by race, gender, and status to look for trends in representation on the topic.
- Co-authored Psychology Today article for Valentine's Day:

<https://www.psychologytoday.com/us/blog/insights-yet-unseen/202302/why-valentines-day-stinks-and-how-to-love-it-again>

New York City, NY

January 2023 - Present

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## INDEPENDENT PROJECTS

### Modens Sustainable Fashion

Founder

- Created Vietnamese-inspired contemporary clothing by blending traditional fabrics with a modern style.
- Explored societal and market trends through comprehensive market research on Vietnamese fashion.
- <https://www.modens.co/>

Ho Chi Minh City, Vietnam

December 2022 - Present

### Origins: An Immigrant's Journey in America

Author

- Book 1 (English version) achieved Amazon #1 New Release and #5 Best Seller in Asian Poetry.
- Book 2 (Vietnamese translation) sold in 100+ Vietnamese stores.
- Interviewed 50+ immigrants and conducted systematic literature reviews on immigration topics.
- Remastered Edition: <https://www.amazon.com/dp/BOBLCMJ2JP>

Wellesley, MA / Ho Chi Minh City, Vietnam

December 2018 - Present

## **Bljoux Fashion Blog**

*Content Creator*

**Houston, TX**

*August 2014 - May 2017*

- Founded fashion blog with over 38,000 followers; grew followers 380x from 100.
  - Partnered with retailers Triangl and Sheln through corporate sponsorships.
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## **PREVIOUS EXPERIENCE**

### **Nguyen Art Foundation**

*Project Manager*

**Ho Chi Minh City, Vietnam**

*May 2021 - September 2022*

- Organized panel discussions on art's impact on human behavior and society in Vietnam's historical eras: [https://www.youtube.com/watch?v=cobXKMJLPp0&t=156s&ab\\_channel=NguyenArtFoundation](https://www.youtube.com/watch?v=cobXKMJLPp0&t=156s&ab_channel=NguyenArtFoundation)
- Facilitated book publishing projects by serving as a liaison between authors and publishers.

### **Apparel Impact Institute**

*Junior Associate Consultant*

**San Francisco, CA**

*August 2019 - December 2019*

- Assisted in creating a strategic plan to reach a target capitalization of \$100M in 3-4 years.
- Identified resources, human and physical capital, market position, sales channels, and scaling metrics.

### **Cue Agency**

*Marketing Intern*

**Houston, TX**

*May 2019 - August 2019*

- Conducted research on social media growth tactics; grew Instagram followers from 20 to 1,000+.
- Designed posts using keyword research and business partnerships; engagement rate increased 130x.

### **Ernst and Young, LLC**

*Transaction Advisory Services Intern*

**Ho Chi Minh City, Vietnam**

*June 2018 - August 2018*

- Supported a presentation on a 500,000,000 VND M&A deal for a beauty brand to senior partners.
  - Conducted market research on industry and trends.
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## **LEADERSHIP**

### **Babson Free Press Newspaper**

*Editor-in-Chief*

**Wellesley, MA**

*April 2020 - January 2021*

- Produced articles, built presence, and collaborated with administration for the Babson Newspaper.
- Developed strategy, communication, and conflict resolution skills; mentored 30 underclassmen.

### **Microfinance: Houston Pakistani Women in Business**

*Founder and President*

**Houston, TX**

*August 2015 - May 2017*

- Partnered with a local microfinance organization to promote and donate.
  - Funded ventures for 100 Pakistani female entrepreneurs.
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## **SKILLS**

**Technical Skills and Languages:** Canva, Quip, Wix, Social Media Marketing, R, fluent in Vietnamese.