

TAM LE

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EDUCATION

University of North Carolina at Chapel Hill

May 2026

Bachelor of Science in Information Science, Bachelor of Arts in Media and Journalism

- Concentration in Advertising and Public Relations (BA)
- GPA: 3.6/4.0

PROFESSIONAL EXPERIENCE

Greek House

January - March 2024

Marketing and Sales Intern

- Utilized Greek House's proprietary CRM and digital tools to drive sales and manage customer accounts at an Inc. 5000 company.
- Collaborated with cross-functional teams to facilitate sales and enhance customer experience.

Nexa

June - August 2023

Marketing Intern

- Produced 30+ social media ads (Instagram, LinkedIn, TikTok), driving a 17% increase in website views and an 11% boost in sign-ups.
- Conducted market research to refine audience segmentation and develop data-driven marketing strategies.

LEADERSHIP EXPERIENCE

UNC Asian American Students Association

April 2023 - Present

Publicity Chair

- Wrote weekly newsletters to an audience of 1,500+ members, driving increased event attendance and engagement.
- Created and executed publicity schedules, leveraging analytics to optimize social media content and member engagement.

Classmate

May 2023 - July 2024

Lead Graphic Designer

- Led the creation of a cohesive brand identity across digital platforms, generating 50k impressions and 5k+ unique engagements on Instagram.
- Designed a user-friendly landing page, enhancing user experience and improving retention metrics.

ACADEMIC PROJECTS

UX Case Study

- Developed a UX-based strategy for a mentorship platform, incorporating audience segmentation and personalized features to improve student-alumni connections.
- Designed interactive elements to optimize user experience and enhance professional networking opportunities.

Special Olympics Case Study

- Conducted market research, ethnographies, interviews, and surveys to develop an actionable plan aimed at increasing UNC student engagement with the Special Olympics on campus.
- Implemented insights from data analysis to design a tailored marketing campaign and drive community involvement.

SKILLS AND LANGUAGES

Technical Skills: Social Media Marketing, User Research, SEO, Market Research, Email Marketing, Photography, Design
Languages: Fluent Vietnamese, Beginner Spanish