

# MARSHALL NG HOANG HUY

阮煌輝 · Nguyen Hoang Huy

**Business Graduate · AI-Powered Marketer · Cross-Cultural Operator**

**Email:** nhhuy130@gmail.com | **Phone:** +886 971 718 343 | **LinkedIn:** [marshallng88888888](#)

**Location:** Taipei, Taiwan | **Nationality:** Vietnamese | **Availability:** **Immediate**



## PROFILE

Cross-cultural operator bridging Vietnamese growth markets and Taiwan's business environment. International Business & Marketing graduate (B.S., GPA 4.00/4.00, Ming Chuan University) with five years independently running a Vietnamese-market real-estate sales channel — 1,150+ contacts across Facebook, Instagram, Threads and Facebook Groups. Proven adaptability to Taiwan workplace discipline through hands-on roles: in-line QC at Askey Computer Corp. (ODM, Oct–Dec 2025) and retail management at Shilin Night Market. AI-first daily workflow — ChatGPT, Gemini, Claude, NotebookLM, Stitch AI and Blackbox AI — for lead qualification, market research and rapid prototyping. Trilingual: Vietnamese native, English IELTS 5.5 (preparing PTE for C1), Mandarin working.

## HIGHLIGHTS

- AI-first workflow as a daily operating system — ChatGPT, Gemini, Claude and NotebookLM for lead filtering and qualification, competitive market research and summarization; Stitch AI and Blackbox AI for rapid design and code prototyping.
- Built and independently manage a 1,150+ multi-channel client database (1,000+ Instagram, 150+ Line / Messenger) across 5 years of Vietnamese-market social sales — zero paid ads, referral-driven pipeline.
- Cross-cultural operator — five years bridging Vietnam's social-commerce culture with Taiwan's structured workplace (QC line discipline at Askey ODM, SOP-driven retail at Shilin Night Market).
- GPA 4.00/4.00 — B.S. International Business & Marketing, Ming Chuan University (Jun 2025); graduation research: 480-respondent Vietnam–Taiwan e-commerce-trust study using regression and cluster analysis.

## EXPERIENCE

**Real Estate Sales Associate (family business)** — Independent Real Estate, HCMC, Vietnam 2020 – Present

- Independently built and manage a 1,150+ multi-channel client database (1,000+ Instagram, 150+ Line / Messenger) over 5+ years — full-funnel ownership from lead generation, qualification and CRM to follow-up and closing — with zero paid advertising.
- Run an age-segmented content strategy across four channels: Facebook Groups for middle-aged trust-driven buyers, Instagram for peers and buyers ~10 years younger, Threads as top-of-funnel teaser, Messenger / Line for 1-on-1 conversion — translating one property listing into three tailored narratives.
- Use AI tools (ChatGPT, Gemini, NotebookLM) to score and qualify inbound inquiries, summarize competing listings and draft bilingual replies at scale — cutting response time and raising reply-to-viewing conversion.
- Own a live portfolio of 5–10 residential properties across HCMC Districts 6, 8 and Bình Chánh — Sổ hồng riêng and Vi bằng titles; bilingual (Vietnamese / English) negotiations, viewings and contract paperwork alongside the senior agent. Referrals are the largest lead source.

**Quality Control Operator (Part-time)** — Askey Computer Corp. (ODM), Taipei, Taiwan Oct – Dec 2025

- Performed in-line QC on the document-scanner assembly line at Askey Computer Corp. — an ODM for global electronics brands — running SOP-driven functional and visual inspections.
- Logged defects and escalated root-cause issues to line engineers; maintained daily output reporting and shift hand-off discipline.
- First-hand exposure to Taiwan lean-manufacturing practices: QC gating, operator–engineer hand-off and end-of-shift reconciliation.

**Inventory & Purchasing Assistant** — INDEX — VNEX, Taipei, Taiwan Jun 2024 – Sept 2025

- Owned end-to-end stock on the SMEPOS platform — goods receipts, returns, reconciliation and supplier coordination across multiple SKU lines.
- Ran customer hotline support and Line ID gift-program; tuned re-order points to reduce holding cost and out-of-stock events.

**Toy Section Supervisor & Stall Manager** — Shilin Night Market — 套圈圈, Taipei *Dec 2024 – May 2025*

- Ran the toy section on one of Taipei’s busiest night markets: merchandising, pricing, daily inventory and restocking; coached part-time staff and grew average ticket size on peak weekends.

**Marketing Intern** — Waterson Corp., Taipei, Taiwan *Oct 2023 – May 2024*

- Prospected B2B leads across Yelp, Google Business, Facebook and TikTok; used AI assistants to filter and qualify prospects before hand-off to sales.
- Ran outreach via HubSpot CRM and Gmail; produced Canva / PowerPoint content briefs and competitive research to inform social strategy.

## EDUCATION

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**Master of Business Administration (temporarily on pause)** — Ming Chuan University, Taipei *Sept 2025 – Feb 2026*

- Paused enrolment to prioritize full-time career opportunities — committed to deepening real-world operating experience first, with a clear plan to resume graduate study once career foundation is established.

**Bachelor of Science — International Business and Trade** — Ming Chuan University, Taipei *Sept 2023 – Jun 2025*

- GPA 4.00/4.00 • International Business & Marketing Concentration Certificate (Jul 2025).
- Graduation Project — data-driven cross-cultural study: designed and executed a 480-respondent Vietnam–Taiwan e-commerce-trust survey; applied regression and cluster analysis to segment buyer behaviour and isolate trust drivers across markets.

**Foreign Trade University, HCMC Campus (transfer)** — Ho Chi Minh City, Vietnam *Oct 2021 – Aug 2023*

- Average 3.7–3.8 / 4.0 • Completed Mandarin I–IV • Credits transferred into Ming Chuan University.

## SKILLS

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<b>AI-First Workflow</b>	Daily operator of ChatGPT, Gemini, Claude and NotebookLM for lead qualification, competitive market research, summarization of long documents and bilingual drafting. Rapid prototyping with Stitch AI (UI) and Blackbox AI (code). Custom prompt playbooks for sales outreach and buyer segmentation.
<b>Social Commerce</b>	Facebook, Facebook Groups, Instagram, Threads — age-segmented content strategy; Messenger, Zalo, Line 1-on-1 follow-up playbooks; referral-driven, zero-ad-spend pipeline.
<b>Marketing &amp; Sales</b>	Digital marketing, integrated marketing communication, HubSpot CRM, Gmail outreach, B2B lead prospecting via Yelp and Google Business, CRM hygiene and funnel reporting.
<b>Data &amp; Analytics</b>	Survey design, regression and cluster analysis (480-sample graduation study); advanced Microsoft Excel, Google Workspace, Asana; Canva and PowerPoint for visual storytelling.
<b>Operations &amp; QC</b>	Inventory management (SMEPOS), purchasing, supplier coordination, night-market retail management, in-line QC inspection and defect logging (Askey ODM scanner line).
<b>Languages</b>	Vietnamese (native); English (IELTS 5.5 / B2 — preparing PTE for C1); Mandarin Chinese (working — Chinese I–IV at FTU + Basic / Intermediate Mandarin at MCU, continuing).
<b>Currently Learning</b>	PTE (English C1); Mandarin continuing; first steps into machine learning, 3D design and web / mobile-app design. Near-term goal: data-aware marketer today; data-and-design hybrid within two years.