RUBY (HONG NGOC) NGUYEN, CHIA

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EDUCATION

Master of Science in Hospitality Administration (01/2017 – 12/2018)
School of Hospitality and Tourism (HTM)
Spears School of Business
Oklahoma State University (OSU), US
GPA: 4.0/4.0

Bachelor of Science in International Hospitality Management (08/2013 – 08/2016)
Sunway University, Malaysia
Le Cordon Bleu Institute (LCB), France
First class Honor
GPA: 3.8/4.0

WORK EXPERIENCE

***SCHOOL OF TOURISM, UEH UNIVERSITY, HCM, VIETNAM* (08/2021 – Present)**
University Lecturer – Full-time
- Teaching and syllabus desigining
- Academic advisor & internship coordinator
- Researching

***ENGLISH WITH RUBY TEST PREP & PROFESSIONAL ENGLISH* (04/2021 – Present)**
Founder
- Cover different types of English proficiency training areas**:** IELTS, TOEFL iBT, Company Conversational training
- Proven track record of teaching effectiveness via students' result in internationally accepted English proficiency tests (i.e. IELTS and TOEFL iBT).
- **Website:** englishwithruby.com
- **Facebook:** @englishwithruby
- **Testimonials:** Edu2review

ETEST TEST PREP CENTER, HO CHI MINH CITY, VIETNAM **(05/2020 – Present)**
Teacher/Trainer – Part-time
- Cover different types of English proficiency training areas**:** IELTS, IELTS Junior, TOEFL iBT.
- Proven track record of teaching effectiveness via students' result in internationally accepted English proficiency tests (i.e. IELTS and TOEFL iBT).

TRIBE HOSPITALTY, HO CHI MINH CITY, VIETNAM **(07/2020 – 04/2021)**
- **Sales & Marketing Manager – Promoted (10/2020 – 04/2021)**
- **Marketing Executive (07/2020 – 10/2020)**

Leading Sales & Marketing Team and Reporting directly to owners. Plan, manage, track Sales & Marketing, Branding and PR activities, initiatives and long-term projects at one of the most exciting restaurant brands in Saigon - Tribe Hospitality including six distinct concepts:

1. **THE RACHA ROOM:** Restaurant specializes in Thai accented & pan Asian street and hawker specialties prepared under one roof – and in one room, the bar with signature cocktails

2. **STOKER WOODFIRED GRILL & BAR:** More than a grill-house, more than a steakhouse, Stoker is a unique fixture on Vietnam's dining scene for these that like meats expertly prepared and cooked. Complimentary by an extensive list of fine wines from around the globe and classic style cocktails.

3. **FIRKIN BAR:** A bespoke cocktail & whisky bar that has received many internationally accredited Restaurants & Bars Awards

4. **DRAM BAR:** A newly established cocktail & whisky bar that focuses on intimate experiences and quality mixology. Dram is also the official Macallan Spiritual home in Vietnam.

5. **RELISH & SONS:** Relish & Sons burgers are lovingly made with a healthy food philosophy in mind and fresh high quality ingredients. Relish & Sons relishes, chutneys and pickles are all made in-house from scratch.

6. **PHAT'S DUMPLING HOUSE**: A contemporary dumpling restaurant with broad and local flavours inspired by varied Asian cuisines. Shophouse favourites include high quality dumplings made fresh daily, steamed bao's, noodle soups and vegetable dishes.

FAIRMONT AUSTIN, TX, US **(02/2019 – 02/2020)**
Assistant Restaurant Manager, Accor Hotels' Food and Beverage INSPIRE Leader Program
- Manage daily operations to achieve highest service quality and guest engagement
- Hire, train and lead different operational teams
- Plan and execute various high profile events with earnings $50,000-$500,000
- Main sales contact for Poolside Cabanas achieving additional weekly revenues $10,000-$20,000
- Key operational tasks: scheduling, forecasting, budgeting, inventory
- In constant communications with other departments (e.g. finance, sales, marketing, purchasing, guest service) to maintain smooth operation and boost profitability
- Take upon department and hotel-wide projects: Standard Operating Procedures development/revision, Revenue Management (resulting in guest's average check increase 10-15%), and Service Excellence Strategy

ZOO DIGITAL, UK **(11/2016 – 01/2019)**
Vietnamese - English Translator

SCHOOL OF HTM, SPEARS SCHOOL OF BUSINESS, OSU, OK **(01/2017 – 12/2018)**

Teaching Assistant for Undegraduate Course
- Assist professor in making schedules and preparing class materials
- Keep track of students' progress and assist them with any concerns

Manager of "Chef Event" (Signature Event for Department Donors)
- Host more than 300 guests and led a team of more than 50 individuals.
- Direct involvement in event planning and execution, facilitating communication and collaboration among different teams, setting schedules and deadlines and tracking progress

GRAND GENEVA RESORT AND SPA, WI, US **(05/2018 – 08/2018)**
Food and Beverage Supervisory Intern
- Manage and ensure smooth operations in different foodservice outlets
- Main charge in brainstorming, planning and executing Final Intern Project ([Click to watch](#))

YOLA ENGLISH CENTER, HO CHI MINH CITY, VIETNAM **(09/2016 – 01/2017)**
Teacher/Trainer – Part-time
- Cover different types of English proficiency training areas**:** IELTS, IELTS Junior, TOEFL iBT.
- Proven track record of teaching effectiveness via students' result in internationally accepted English proficiency tests (i.e. IELTS and TOEFL iBT).

CARAVELLE SAIGON HOTEL, HO CHI MINH CITY, VIETNAM **(12/2015 – 02/2016)**
Sales, Marketing and Event Planning Intern
- Work with clients to customize and plan their events
- Coordinate and communicate with different hotel departments for smooth event planning and execution
- Assist in key marketing projects to reach new potential clients

*SUNWAY RESORT HOTEL AND SPA, SELANGOR, MALAYSIA (*12/2014 – 03/2015)
- Cost Control Intern
- Banquet Administration Intern
- Lobby Lounge Service Intern

CERTIFICATIONS
- Facebook Certified Media Planning Professional by Facebook Blueprint
- Fundamentals of Digital Marketing by Google
- Accor Hotels' Train the Trainer Certified
- Level 1 Sommelier Certified
- Accor Four Service Promise (FSP) Facilitator Training
- Certified Hotel Industry Analytics (CHIA)
- BarSmarts in Spirit and Mixology by Pernod Ricard
- ServeSafe Food Protection Manager
- Texas Alcoholic Beverage Commision Certification

MARKETING RESEARCH PUBLICATIONS (international top ranking journals in Hospitality)

- Han, H., Eom, T., **Nguyen, H. N.,** Song, H., Chua, B. L., Lee, S., & Kim, W. (2019). Chain restaurant brand and patrons' post-purchase behaviors in the steakhouse context. *International Journal of Tourism and Hospitality Research*, 29.

- Han, H., **Nguyen, H. N.,** Song, H., Lee, S., & Chua, B. L. (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing & Management*, *28*(4), 446-471.

- Han, H., **Nguyen, H. N.,** Song, H. J., Chua, B. L., Lee, S., & Kim, W. (2019). Role of Social Network Services (SNS) Sales Promotions in Generating Brand Loyalty for Chain Steakhouses. *Journal of Quality Assurance in Hospitality & Tourism*, 1-29.

- Han, H., **Nguyen, H. N.,** Song, H., Chua, B. L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management, 72*, 86-97.

- Lee, S., **Nguyen, H. N.,** Lee, K.S., Chua, B., Han, H. (2017). Price, people, location, culture and reputation: determinants of Malaysia as study destination by international hospitality and tourism undergraduates. *Journal of Tourism and Cultural Change.*

COMPETENCIES & SKILLS

- Languages: English (Professional), Vietnamese (Native), French (Elementary)

- Technology competencies: POS (Micros, Silverware), Reservation systems (Open Table, Seven room, Book4Time), Purchasing (Birchstreet), Microsoft software, Facebook tools, Google tools, Mailchimp (Email Marketing), SPSS (Research Analysis Tools), Tableau, iMovie, Canva

- Restaurant Marketing & Branding Management (offline & digital)

- Restaurant/Hotel/Event operation and management

- Market analysis and Business development competencies

- Entrepreneurial mindset

- Self-motivated and Fast learner

- Critical and Creative thinking

- Innovative and Diversity appreciation

- Goal-oriented and Future-focused

- Hard working, Resilient, and Detailed-oriented

HONORS, AWARDS & SCHOLARSHIPS

- CIE (Creativity, Innovation, Entrepreneurship) Scholarship to build a start-up business (2018)

- Outstanding Master Student Spring 2018

- Outstanding Area Club President 2017-2018

- Center for Hospitality and Tourism Research Award 2018

- Feature in Oklahoma Hotel & Lodging Association Student Spotlight Newsletter Spring 2018
- 3 Minute Thesis Competition Fall 2017: Champion & People's Choice Award
- OSU Distinguished Chef Series Scholarship (2017 & 2018)
- "Meetings, Incentives, Conventions, and Exhibitions" Bid Challenge (2016) – Champion
- ASEAN Scholarship – Full Entrance Scholarship (2013–2016)
- Jeffrey Cheah Scholastic Award – Highest Performance Student (2016)
- Asia MICE Youth Bid Challenge (2015) – Special Recognition
- Monin Cup Student Malaysia (2014) – Runner Up

SERVICE, COMMUNITY & LEADERHSIP
- 03/2018: Guest Speaker at the Annual State Conference of the Oklahoma Association of Family and Consumer Sciences, OK, US
- 03/2018: Organize "Easter Event" for foster children at Lion Meadows of Hope, OK, US
- 01/2018: Poster Presentation at the Graduate Education and Graduate Research Conference 2018, TX, US
- 09/2017- 5/2018: OSU Vietnamese Student Association – President
- 09/2017-05/2018: OSU American Hotel & Lodging Association Student Chapter – Chair Committee
- 09/2017-05/2018: Graduate Student Association - Chair Committee
- 01/2017-05/2017: Graduate project: Made Youtube lessons about Entrepreneurship for the disadvantaged
- 02/2017: Session Speaker on Food Commodities Price at the Foundation Forum, TX, US

MEDIA COVERAGE
- Feature in Sunway University Newsletter ([Click to read](#))
- Feature in HTM Graduate Program Marketing Project ([Click to watch](#))
- Feature in Oklahoma Hotel and Lodging Association Newsletter Spring 2018 - Student Spotlight ([Click to read](#))
- First Place and People Choice Award in the Three Minute Thesis (3MT) Competition ([Click to watch](#))
- Champion of 2016 Malaysia MICE Bid Challenge ([Click to read](#))