

THE PHONG (Justin) NGO

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Communication Portfolio: bit.ly/ngoportfolio | **Digital Portfolio:** tpnjustindigital.com | Boston, MA

EDUCATION

Northeastern University, Boston MA
M.A. in **Digital Media**
Cumulative GPA: **3.8**

Expected Graduation Date: July 2026

Bryant University, Smithfield RI
B.A. in **Communication**
With a Double-Minor in **Human Resource Management & Media and Cultural Studies**

Graduated: May 2022

WORK EXPERIENCE

Dy lign – Custom Packaging Solutions Start-Up - Cambridge, MA
Harvard Innovation Lab

Growth Marketing Manager

October 2025 – Present

- Built and managed Google Ads campaigns achieving an 8.27% CTR, nearly 2x the industry average, with a \$1.57 avg. CPC across 14.2K impressions and 1.18K clicks
- Implemented end-to-end conversion tracking across GTM, GA4, and Google Ads, configuring custom events, deduplication logic, and conversion tag alignment
- Configured GTM container with custom event strategies and built custom GA4 dimensions to capture granular buyer behavior data; validated through GTM Preview, GA4 DebugView, and browser inspection
- Grew Dy lign's Instagram from 0 to 1,300+ followers in 4 months within the B2B custom packaging niche, generating 112K+ views through a systematic content strategy
- Developed brand positioning and architected a five-pillar content system with standardized script and caption frameworks for Reels and TikTok
- Built and debugged Klaviyo email sign-up forms and optimized B2B lead funnel including popup timing, form UX, and lead qualification structure

Massachusetts Institute of Technology (MIT) - Cambridge, MA
MIT School of Architecture and Planning Dean's Office

Communication Coordinator

January 2025 – June 2025

- Produced student spotlight interviews and original feature articles for MIT SA+P's official Instagram channels and website, generating 137K+ views across 3 videos
- Wrote and edited weekly SA+P FIVE newsletters highlighting research, news, and campus events
- Updated and maintained website content to enhance user experience and ensure accuracy

Northeastern University - Boston, MA
Lab of Inclusive Entrepreneurship

Graduate Research Assistant

August 2024 – December 2025

- Coordinate administrative operations including scheduling, project timelines, and internal communications across the research team
- Manage the Lab's WordPress website, performing updates to content, visuals, and formatting
- Conduct research on minority-owned businesses to identify support needs and inform educational programming

Bryant University - Smithfield, RI
Office of Institutional Diversity, Equity, and Inclusion

Student Project Coordinator → Graduate Intern

September 2020 – May 2023

- Developed data analysis methods using event attendance, duration, and post-event ratings; presented insights to campus organizations to improve programming
- Designed marketing materials and co-developed design templates using Canva and Adobe Photoshop to unify the office's visual identity across 3 years of events

LEADERSHIP INVOLVEMENT

Bryant University - Smithfield, RI

TEDxBryantU | Event Manager: Planned event logistics including stage design, décor, and swag production (2019–2020)

International Student Organization | Marketing Director: Managed social media and created all marketing materials for campus events (2020–2021)

4MILE Program | Student Mentor: Selected from 100+ applicants to mentor 14 incoming international and multicultural students (2019, 2020, 2021)

LANGUAGE & TECHNOLOGY SKILLS

Languages: Vietnamese (Native), English (Fluent), Korean (Intermediate)

Marketing & Analytics: Google Ads, Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Ads, TikTok Ads, Klaviyo, SEO/SEM

Technical: Shopify (theme development & customization), WordPress, pixel/conversion tracking implementation

Tools: Microsoft Excel, Google Sheets, Adobe Photoshop, Adobe Premiere, Canva