CHAU CAO

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Comprehensive Master Resume

PROFESSIONAL EXPERIENCE

Porter Henderson Library, Angelo State University | San Angelo, Texas

Academic Engagement Assistant | June 2026 – August 2026

- Owned the FAQ and content workstream within the LibAnswers and LibChat rollout, developing 100+ categorized FAQs and incorporating staff review and user testing.
- Wrote 36 scenario-based LibChat responses and eight workflow guides and flowcharts; edited, tagged, formatted, and published approved content.
- Compiled monthly collection-usage reports across 23 vendors and database accounts for the Library Statistics and Data Coordinator and Executive Director.
- Cleaned renewal worksheets with approximately 120–150 journal-title rows per applicable package using duplicate checks, data validation, conditional formatting, and text formulas.
- Built Alma Analytics dashboards and visualizations for monthly collection-usage reporting.

Porter Henderson Library, Angelo State University | San Angelo, Texas

Marketing Committee Member | September 2025 – August 2026

- Produced 11 promotional Instagram videos and event graphics with colleagues across library functions.
- Edited and published a Backrooms-themed Instagram Reel that recorded 2,192 views and 38 shares; reviewed the results to inform later content choices.

Porter Henderson Library, Angelo State University | San Angelo, Texas

Research Student Assistant | March 2025 – May 2026

- Supported 50+ weekly research inquiries during academic terms through database selection, search strategies, topic refinement, and resource discovery.
- Maintained 20+ instructional videos and audited digital resources for broken links, access problems, and record inconsistencies.

Ein Insights (Austin, Texas) | Remote

Digital Marketing Apprentice | July 2025 – October 2025

- Increased LinkedIn followers by 28% and achieved a 24.12% engagement rate by refining audience-focused copy, thumbnails, and post formats.
- Owned content planning, writing, design, publishing, and performance review as the sole apprentice, with founder approval.
- Produced 17 Instagram videos that accumulated 11.6K+ views during the apprenticeship.
- Created Facebook content that recorded 82 website link clicks over a 30-day reporting period.
- Compared content formats and channel results; concentrated later publishing on LinkedIn after observing stronger engagement than on the newer Facebook and Instagram accounts.
- Developed a four-week content plan, educational series, metric guide, weekly lead tracker, and five-page reporting toolkit.

Oigetit.ai | Remote

Instagram Team Lead | August 2024 – October 2024

Social Media Marketing Intern | June – August 2024

- Led a three-person Instagram team and coordinated content planning, publishing, biweekly performance reviews, and cross-market lead meetings.
- Used Instagram Insights to review topics, posting times, and formats; account follower count increased 30% across the June – October tenure.
- Produced 250+ posts as an intern; compared content responses and recommended expanding entertainment coverage.

TECHNICAL AND ANALYTICS PROJECTS

Vertical Campaign Agent | React, TypeScript, Node.js | Project

Built a campaign-drafting tool using approved-fact inputs, automated checks, human review, and UTM-link generation. Included a measurement plan and kept AI credentials on the server.

Starbucks Barista Training App | React, Vite, JavaScript, Frontend | Project Link
Built flashcard and ingredient-game modes with mastery tracking, hints, keyboard navigation, shareable receipt images, and responsive layouts.

Miraland Archives | React, Supabase, PostgreSQL, i18next | Project Link
Built a bilingual community archive with authentication, posts, comments, upvotes, uploads, sorting, filtering, and accent-insensitive search. Implemented pagination and lazy-loaded images.

Slurp Club | React, Express, PostgreSQL, REST API, SVG | Project Link
Built a customization application with live SVG rendering, price updates, database-backed create/read/update/delete workflows, validation, and incompatible-selection checks.

RAM Life | React, Express, PostgreSQL, REST API | Project Link
Built an interactive campus-events map with location-specific routes, database-backed listings, filters, and countdowns.

The MXTX Codex | Frontend, Express, PostgreSQL | Project Link
Built a bilingual directory with dynamic search, language preferences, and parameterized SQL search queries.

Vietnamese Food Flashcards | **React, Vite, JavaScript, CSS** | Project Link
Built randomized flashcards with history navigation, progress tracking, keyboard shortcuts, category styling, and completion feedback.

Chrystalandia Portfolio | Frontend, Formspree, Cloudflare | Project Link
Hand-coded and deployed a responsive portfolio and contact form; reviewed mobile layouts and usability through feedback from friends and family.

Netflix Content and Subscriber Dashboard | **Tableau | Academic Team Project**
Proposed the topic, coordinated a four-person team, created visualizations, and presented findings about content and subscriber indicators.

Accenture Social Media Analytics Simulation | Excel, data modeling, presentation
Reviewed seven supplied datasets, identified leading content themes, and summarized findings in a presentation.

Applicant Tracking System | Microsoft Access | Academic team project
Led an eight-person team building job-posting, candidate, interview-log, filtering, status-tracking, and email functions. Managed task allocation, deadlines, and quality checks.

LEADERSHIP AND ORGANIZATIONS

Vietnamese Student Association, Angelo State University | San Angelo, Texas
President | Fall 2025 – Spring 2026
- Coordinated officers and volunteers to deliver two Tết programs attended by approximately 55 and nearly 100 people, managing funding, promotion, and logistics.
- Directed social content and promotional materials; coordinated cultural programs with other student organizations.
- Designed a two-stage election process and prepared the incoming board for transition.

Vietnamese Student Association, Angelo State University | San Angelo, Texas
Vice President | Fall 2024 – Spring 2025
Supported event planning, member communication, and the leadership transition into the presidency.

Business and English Club | Ho Chi Minh City, Vietnam
Communications Member and Functional Leader | 2023 – 2024
- Contributed to team outreach involving 75+ influencers and key opinion leaders; led TikTok content production.
- Led TikTok content that grew followers by 220% in five months and produced six videos above 3,000 views, including a top video with 57K+ views.

Young Business Leader Competition | Ho Chi Minh City, Vietnam
Marketing and Communications Member | December 2022 – July 2023
- Supported campaigns that generated 1,000 registrations and attracted 100+ grand-finale attendees.
- Helped convert 68% of digitally engaged and in-person outreach audiences into participation across B-LEAD webinars, competition registration and retention, and the grand finale.

SKILLS

Library and digital operations: research assistance, database selection, resource discovery, knowledge-base content, instructional tutorials, Alma Analytics, LibAnswers, LibChat, collection-usage reporting.
Reporting: Excel, data cleaning, validation, conditional formatting, Tableau, dashboard creation, SQL fundamentals, campaign-performance review.
Web projects: HTML, CSS, JavaScript, React, TypeScript, Node.js, Express, PostgreSQL, Supabase, REST APIs, Git, responsive layouts, basic accessibility practices, Cloudflare, Netlify, GitHub Pages.
Content and design: social publishing, copywriting, format comparisons, content calendars, Buffer, Instagram Insights, LinkedIn Analytics, Meta Business Suite, Canva, CapCut, Figma, Adobe design/video tools; English/Vietnamese content.
Foundational exposure: GA4, Looker Studio, R programming.

EDUCATION

Angelo State University | San Angelo, Texas
Angelo State University | B.B.A. in Management Information Systems | May 2026
STEM-designated program | Institutional GPA 4.0 | Overall undergraduate GPA 3.878 | Summa Cum Laude
Honors: Beta Gamma Sigma, Phi Kappa Phi, Dean's List, Distinguished Earn-In Scholarship, International Student Scholarship in Business
Coursework: Data Analytics, Database Management Systems, Web Programming, Management Science, Principles of Marketing, Consumer Behavior

Foreign Trade University | Business Administration Studies | 2022–2024
2+2 transfer program to Angelo State University | GPA 3.76 | Second in faculty academic performance, 2023

PROFESSIONAL DEVELOPMENT

CodePath Web Development coursework and projects | Google Digital Marketing and E-commerce coursework | Data Analysis with R Programming coursework