HANNAH DANG

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EDUCATION

Concordia International School Hanoi 2018 - Present

GPA: 3.64 (Unweighted)

AP Microeconomics: 4 | AP Macroeconomics: 4 | AP Language and Composition: 4

- **Honor Roll,** Concordia International School Hanoi | 2023 - Present
- **National Honor Society** | 2025 - Present

AWARDS & HONORS

2nd Place, Student Entrepreneurship Innovation Association (SEIA), National Level 2026

4th Runner-Up, DECA International Career Development Conference (ICDC), National Level 2026

1st Place, Regional Chapter Competition, CISH Chapter, Distributive Education Clubs of America (DECA) 2026

1st Place, Regional Chapter Competition, CISH Chapter, Student Entrepreneurship Innovation Association (SEIA) 2026

4th Place, Vietnam Youth Start-Up Challenge (VYSC), National Level 2025

Sustainable Community Award & 20th Place, SAGE Competition, National Level 2025

Top 10 – International Social Science Category, Global Link Competition 2024, International Level 2024

BUSINESS INITIATIVES

Leaf It To Us | Founder Nov 2024 - Present

A social venture strengthening rural livelihoods through sustainable agriculture and hospitality supply chains, featured in Vietnam's National Agriculture Newspaper

- Developed a sustainable agribusiness model integrating regenerative farming, value-added product development, and agricultural supply chain development across 2 soil-degraded communities.
- Raised VND 200M+ (~$8K) through pitching and fundraising; developed and commercialized local specialties, including Sơn La tea, Diễn Vạn peanut brittle, Quỳ Châu incense, and locally sourced essential oils for hotel and resort guest experiences.
- Built B2B partnerships connecting local producers with hotels, resorts, and hospitality businesses, establishing new distribution channels and revenue streams.

FIEB Student-Led Club (Finance, Investment, Entrepreneurship, Business) | **President** Feb 2023 - Present

A club fostering business, finance and entrepreneurial skills through innovation competitions, strategic debates & mentorship opportunities

- Organized a business & innovation competition in Hanoi in 2024, coordinating 60+ members and competition activities.
- Hosted a business case and innovation competition in 2025, encouraging 55 members to analyze real-world business challenges and develop strategic solutions.
- Collaborated with other student organizations and external mentors to expand learning and competition opportunities.

PROFESSIONAL EXPERIENCE

Meliá Hanoi | Marketing and Communications Intern Jun 2026

A 5-star hotel under Meliá Hotels International, a global Spanish hospitality group

- Executed hotel marketing campaigns and branding events; coordinated with internal departments and external partners to deliver marketing initiatives.
- Assisted in arranging the Wedding Fair, coordinating with wedding-industry partners/vendors to support promotional activities and enhance guest experiences.

Human Hospitality eXperience | Project Administration Intern Dec 2025

Hospitality consulting firm facilitating partnerships between property owners and international hotel operators, including Marriott, Accor, and Meliá.

- Reviewed and consolidated information from project owners, hotel operators, and relevant stakeholders to support contract preparation and execution.
- Monitored documentation, project deliverables, and timelines to help ensure smooth and timely project implementation.

PhamDtran Branding Agency | Marketing Intern Jun 2024 - Aug 2024

International creative branding agency serving clients across the U.S., Europe, and Vietnam, specializing in brand strategy and visual identity development.

- Conducted market research, supported brand strategy and client presentations, and developed social media content and campaign ideas.
- Participated in brand naming and visual identity development across 10 client projects.

Nonee Fusion Restaurant | Manager's Secretary Dec 2023 - Feb 2024

Vietnamese fusion hospitality venue offering restaurant dining, private events, bespoke catering, and curated dining experiences.

- Managed daily administrative operations, including reservations, meeting schedules, expense reports, & interdepartmental communication.
- Established restaurant event planning and supplier coordination to ensure smooth operations in a fast-paced hospitality environment.

RESEARCH & ACADEMIC PROGRAMS

"Do Green-Certified Hotels Receive Better Ratings Than Hotels Without Certification?" [Paper] | Author Aug 2025 - Dec 2025

- Investigated the relationship between green certification, hotel pricing, guest ratings, & energy efficiency in Singapore's hospitality industry.
- Examined 326 Booking.com listings and matched 69 hotels with BCA energy data using Python (Pandas, Matplotlib, Seaborn).
- Drew an insight of positive price–rating relationships, but little to no correlation between energy efficiency (EUI) and hotel prices or guest ratings.

"Analysis of Gold Prices in Correlation with Demand" [Paper] | Author Jan 2025 - May 2026

- Analyzed global gold prices and per-capita demand across major markets (2010 - 2024), cleaning World Gold Council data in Excel/Google Sheets and visualizing trends in Tableau; Found weak price - demand correlations, highlighting the roles of different factors that shape gold market dynamics.

Business Education Programs | Selected Participant Jun 2024 & Jul 2025

Tufts University - Pre-College Business Essentials 2025 • **Georgetown University** - Summer Program in Business 2024

STAGE PERFORMANCE

"The Witch and the Wardrobe" | Theatre Production Leader & Lead Actress (White Witch) Nov 2026

- Oversaw the overall theatre production, managing 25 cast members, rehearsal schedules, and stage arrangements.
- Practiced and rehearsed for 12 sessions (2 hours each) and 1 dress rehearsal, applying character analysis, voice projection, and emotional expression for the starring role as the White Witch, attracting 100+ audience members.

"Annie" | Lighting Manager Jan 2023

- Directed a 4-member lighting team in developing lighting cues for individual scenes and musical performances, determining colors, intensity, spotlight angles, and transitions to enhance characters and stage atmosphere.
- Coordinated technical operations during rehearsals and performances, managing lighting equipment and executing cues to ensure synchronization with music, acting, and scene transitions, attracting 150+ audience members.

Concordia Ensemble (Piano, Xylophone & Drums) | Instrumental Player Oct 2024 - Present

- Performed 40+ musical pieces at school events and performances, reaching an audience within Concordia's 555+ student community.

SOCIAL IMPACT PROJECTS

Bilingual Book Project | Co-Leader Aug 2025 - Oct 2026

Student-led initiative providing bilingual English–Mandarin learning materials to underserved children in rural China

- Wrote, designed and created 30 bilingual English–Mandarin storybooks for elementary students with limited access to English resources, incorporating translations and interactive learning elements.
- Brainstormed content and production plan with a cross-functional team; developed culturally relevant learning materials for 3rd-grade students in rural China.

Goat Bright | Founder Sep 2024 - Jul 2026

A community project supporting rural families in Ha Giang Province through sustainable livestock-based livelihoods

- Led fundraising campaigns generating VND 90M (~$3.6K) through fruit sales, providing goats to 16 households in Ha Giang Province.
- Recruited 22 volunteers and led fundraising and community outreach to provide goats to 20 families in need.

Girl Scout Troop 2G Vietnam | Patrol Leader & Tenderfoot Aug 2024 - Aug 2026

Youth-led organization developing leadership, teamwork, and community service through team projects and community activities

- Organized 20+ community service projects; guided younger scouts in developing leadership, teamwork, and community service skills.
- Orchestrated patrol members in completing group activities and service initiatives, with monthly training camps and trips supporting the implementation of school projects.

Kites of Hope | Head of Finance Jun 2025 - Oct 2026

Nonprofit initiative supporting education and living conditions for children with disabilities affected by Agent Orange at Vietnam Friendship Village

- Managed budgets, financial reporting, fundraising VND 52M, and sought sponsorships.
- Coordinated with logistics and communications teams to allocate funds for monthly educational programs, donations, and community activities.

INTERESTS & SKILLS

- **Music:** Instrumental Player, Concordia Ensemble - Piano, Xylophone, Drums | 2024 - 2026
- **Theater & Drama:** 4 School Productions - Supporting & Lead Roles; Stage Production & Lighting | 2020 - 2026
- **Athletics:** Junior Varsity Volleyball Player | 2024 - 2026
- **Languages:** Vietnamese (Native) • English (Fluent) • Chinese (HSK 5); AP Chinese Language & Culture