

MARIA VI HUYNH

E-COMMERCE STUDENT | MULTIMEDIA-DESIGNER



PROFESSIONAL EXPERIENCE

E-COMMERCE ASSOCIATE | INTERNSHIP

AUG 2025 - NOV 2025

SISI COPENHAGEN | <https://siscph.dk/>

3-month internship focused on analysing customer behavior and turning insights into practical improvements across the webshop.

- Improved on-site search accuracy and UX, resulting in a 6.2% average conversion rate with peaks above 10%, while reducing no-result searches.
- Worked with blogs, landing pages, and product content to improve SEO performance for "forlovelsesringe" generating 1.44k clicks and 33k impressions.
- Optimised product category architecture and metadata consistency, ensuring brand consistency across all international sites (DK, NO, SE, UK, DE).

SEM-SPECIALIST | INTERNSHIP

JAN 2024 - MAY 2024

AVEO A/S | <https://aveo.dk/>

5-month internship managing a portfolio of five clients.

- Planned and executed SEO strategies, including link-building and on-page improvements, to increase client visibility and organic traffic.
- Set up Google Ads tracking, performed keyword analysis, and optimised landing pages to improve conversion rates and overall user experience.
- Used Google Search Console to handle indexing, structured data, and performance tracking, while staying in close dialogue with clients.

MARKETING AND CONTENT CREATION | STUDENT ASSISTANT

JAN 2023 - DEC 2023

MAUL BILER A/S | <https://www.maulbiler.com/>

- Developed and executed social-media content strategies for Instagram, Facebook and LinkedIn.
- Created visual assets, including graphics, videos and images, for campaigns and brand communication.

HOSTESS & WAITRESS

MAY 2019 - JUN 2024

SOTA SUSHI BAR, AARHUS | <https://sotasushibar.dk/>

- Managed up to 150 guests and delivered high-quality service in a fast-paced environment.
- Onboarded new staff and coordinated front- and back-of-house communication for smooth operations.

SELECTED PROJECTS

- <https://siscph.dk/pages/forlovelse-bryllup> - SEO & content optimisation, resulting in 2.09k clicks, 98.7k impressions in 3 months.
- <https://johannehartung.dk/> - Full web design & development through Wordpress Elementor.

VOLUNTEER WORK

EVENT COORDINATOR & YOUTH PROGRAM ORGANISER

2016 - PRESENT

Danmarks Unge Katolikker | <https://duk.dk/>

- Plan and lead national summer camps and Easter retreats for children and teens (ages 8-15).
- Facilitate creative and educational activities to foster personal and social development.
- Coordinate volunteers and participants for seamless event execution.

SKILLS

UX & design

- Wireframing & Prototyping
- UX research and analysis
- Information architecture
- Responsive design

Digital strategy

- SEO
- E-commerce & CRO
- Content planning

Project Management

- Project coordination
- Stakeholder collaboration
- Clear written and verbal communication

TOOLS

Web & CMS

- Shopify
- WordPress
- WooCommerce
- HTML + CSS

Design & editing

- Figma
- Canva
- Capcut
- Adobe Premiere Pro

Digital marketing

- Microsoft Office
- Google Search Console
- GA4 & Google Ads
- Ahrefs

EDUCATION

Professionsbachelor | E-Commerce

University College Northern Denmark, Aalborg

Exchange semester | Creative Business

HU University of Applied Sciences, Utrecht, The Netherlands

AP Degree | Multimedia Design

Erhvervsakademi Aarhus, Denmark

Upper Secondary Education | English, Mathematics, Spanish

Langkær Gymnasium, Aarhus, Denmark