

DUC ANH NGUYEN

Founder-Side Strategy | Membership & Growth | Partnerships | Product & Digital

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SELECTED EXPERIENCE

Anvisco2026 - Present

Canada / Vietnam

- Founder | Early-Stage Startup
- Building Anvisco as an early-stage web venture focused on AI-ready websites for local businesses; defined positioning, offer architecture, pricing, the audit-to-build customer journey, and delivery model, then built the website, client portal, admin, payment, and onboarding stack with React/Vite/TypeScript/Tailwind, Supabase, and Stripe.
 - Built an automated prospecting system using AI agents for Google Places discovery, website research, qualification, enrichment, and CRM routing, with a final human review before outreach.

Do Good Society (DGS)Sep 2025 - Present

Canada / Remote

- Head of Membership & Growth
- Built and operate the membership stack across the public site, member portal, ambassador/affiliate system, travel-and-perks onboarding, payments, admin workflows, and partner/vendor coordination with Five Diamond Club, Access Perks, and technology contractors.
 - Lead a 5-person membership and growth team; own member-acquisition strategy, affiliate operations, partner onboarding, app/MVP planning, and cross-functional execution, serving as a primary point of contact across growth, product, and platform partnerships.

Purpose Driven Transformations (PDT)Jun 2025 - Present

Canada / Remote

- Strategy, Partnerships & Community
- Built and maintained key website experiences and executive/partner materials used in outreach to Canada's major banks; serve as a community-facing liaison connecting charities/nonprofits with the business and represent PDT across partner meetings, launch activity, and expansion work.
 - Helped assemble a 5-person founding-partner team around \$25K commitments each (\$125K total) and supported city-expansion work across Montreal, Vancouver, Ottawa, Denver, Detroit, and other North American markets.

Prepared With Purpose (PWP)May 2026 - Present

Canada / Remote

- Sponsor Strategy & Partnerships
- Built the \$250K Premier Founding Partner sponsorship architecture, national sponsor playbook, target-account system, case studies, category-exclusivity materials, website/Creative Lab, and sponsor-facing operating/reporting concepts.
 - Worked in close contact around grocery-category opportunities with Loblaw and Empire/Sobeys while developing outreach and activation strategy across national grocery, travel, banking, telecom, automotive, and QSR categories.

Immigrant Women in Business (IWB)Jun 2025 - Present

Canada / Remote

- Strategic Projects & Product
- Co-developed the ScotiaRISE proposal and Immigrants Mentoring Immigrants (IMI) product vision; the program approved \$75K+ to begin development.
 - Designed the mentoring platform concept end to end - onboarding, mentor discovery and matching, booking, messaging, goals, progress tracking, and program-admin views - translating program logic into funder-ready product narratives, decks, and interface direction.

RTG Group Inc. (RTG)Sep 2025 - Present

Canada / Remote

- Strategic Initiatives, Founder's Office
- Operate as a founder-side execution and coordination partner across the portfolio, turning fast-moving founder priorities and corporate conversations into decision-ready materials, systems, and follow-through; work inside partner discussions involving American Marketing Association, Sprout Social, SureImpact, Omnicom/Initiative, and other U.S./Canadian organizations.

EDUCATION

Trent UniversitySep 2021 - Apr 2025

Peterborough, Canada

BBA (Honours), Marketing & Consumer Culture
GPA 3.9/4.0 | Dean's Honour Roll 2021-2025 | President's Honour 2025
Scholarship: CAD \$60,000 Justin Chiu International Scholarship + ~CAD \$10,000 additional awards

CAPABILITIES

Strategy & Operations	Founder-side execution · strategic planning · team leadership · stakeholder management
Growth & Partnerships	GTM · business development · member acquisition · affiliate programs · partner onboarding
Product & Technical	Product scoping · UX/UI · CRM/automation · React · TypeScript · Supabase · Stripe
Languages	English (IELTS 8.0) · Vietnamese