



COMMENTS FROM THE STUDENTS

Guest Speaker for MK303 Social Media and Digital Strategies (02.06.2025)

Thank you, Rami, for sharing your inspiring story with my class. Students learned a lot and were inspired by your speech. Below are the comments from the students.

Today's guest speaker, Rami Huu Nguyen, is a Vietnamese marketer who uses AI to enhance her work. She explained to us different ways and strategies to use Gen AIs as a tool to improve our work and the keys behind good and efficient prompts and customization. She used as an example her process to create resumes, which consists of three steps: building a story, designing the resume and creating a proper cover letter. She also talked about the importance of using keywords consistently in order to rank higher in search engines.

The most interesting part for me was when she explained how to give accurate instructions to the AI in order to achieve better and more human-like outputs. She focused on:

- Teaching your writing pattern: it consists of instructing the AI to use certain words and grammar structures to match your writing pattern.
- Match your own style: this is a way to determine the tone that the AI will use at the moment of creating written outputs.

We also learned about the difference between ChatGPT 3.5 and 4.0. The older version produces content in a more academical style, since it was trained with books, articles and conversations. While the most recent model gives more natural results because it was trained with more casual videos and audio.

Another interesting thing she mentioned was the value of establishing sentences, a tone, a vocabulary, and a purpose. This not only helps to have a consistent brand, but it's also useful when it comes down to giving instructions to AI models. As mentioned



previously, it provides accurate commands to these tools in order to achieve a more desired and natural result.

The speech was about how ChatGPT can be used in a smarter way to save time and improve writing. Rami shared her journey from her hometown to Suffolk and talked about how she uses ChatGPT as her “personal assistant.” She explained how she trained it to match her writing style so it could help her with resumes and cover letters. Instead of just using simple prompts, she found a way to make ChatGPT sound more like her, making her work easier and more efficient.

Most Memorable/Interesting Part:

One of the most interesting parts was how Rami made automatic videos that looked like she was typing or searching for something, but they were actually prerecorded with a voiceover. I’ve seen similar things before, but I never knew exactly how they were made. It was also really cool to learn how she built her online profile so that when she googles her name or interests, her profile shows up first. That made me realize how important it is to have a strong online presence.

What I Learned from the Session:

I learned that ChatGPT can be more than just a tool for quick answers—it can actually help with big tasks like writing resumes and cover letters. If we teach it our writing style and use good prompts, it can make the process a lot easier. This really stood out to me because I’m currently working on applications, and I know how much time it takes to get them done. I think I should start training ChatGPT to recognize my writing so it can help me in the future.

Another thing I learned is how to structure my cover letters better. Right now, I feel like I don’t have much experience in my field, but this session made me think about ways to build my portfolio. I should start working on certifications and writing about topics related to my interests. If I begin now, it could help me stand out later, just like Rami used her skills to improve her opportunities.



Rami is a marketer who seeks creativity through her work but uses AI to help her out with her work and create more content with her brand build-up. She showed us through her presentation about googling yourself, usage of AI through her work and prompts, talked about the star, etc...

She started by learning and expanding her knowledge and experience by traveling to different parts and gaining her degrees. Rami has a business, where she used her knowledge of marketing and study to bring her products which helped her enhance her skills for understanding her goal and surroundings.

With AI technology, she was able to create and develop her style with AI. Personalize Ai and let the application know who you are. As she went in depth about how she used it and tried to analyze her understanding of her work and the result of AI. To create her conclusion. The videos that she also presented stated her work more through there.

A memorable part of the presentation was the AI and how to make a connection with the application to better know who you are and to expand your portfolio, to get to know your business and social networking. Take the risk to learn and share your experience to better enhance your outcome.

It was an interesting session in which Rami explained her journey and passion all the way from her hometown to her collegiate career in Suffolk. She basically gave us some tips about how she implemented Chat-GPT (which she called her personal assistant) into an easier and efficient way to craft her resume and cover letter while replicating her tone and writing. The reason she did this is to save 75% of the time you would usually spend with not that perfect prompts.

I think the most memorable for me was the way she created the automatic videos in which it appeared like she was searching or typing something, but it was a prerecording with a voiceover. I don't think it is a hard task to do, because I've seen it in different places, but I just don't know exactly where and how to do it. As well, it was also



interesting how she managed to craft her profile in which whenever she googles her name, or area of interest, the first result would be her profile.

I have learned that we can make Chat-GPT an ally for a better outcome. If we train it with proper prompts and teach it to copy our style and tone, it should save you tons of time when crafting resumes like she did. And I can relate, because I am currently in the process as well and I feel like getting one application done is very time-consuming. Perhaps I should invest my time into teaching Chat-GPT my patterns and tone so that I can replicate some original works for future applications.

I also learned a more direct and specific way of crafting my cover letters with a proper structure and meaning. I feel like I lack in the part of the experience since I haven't really experienced something important related to my major or interest, but I am thinking about ways to start creating my portfolio into more meaningful topics. I should start earning some certifications and crafting my ideas into paper, and maybe it will one day be able to help me just like Rami and her competition.

AI researcher Rami Huu Nguyen who is interested about turning AI puzzles into ground-breaking discoveries, talked about her inspirational journey from Vietnam to Singapore and then to Suffolk University. She talked about how her varied work path led her to pursue AI research after operating Shop 73 in Vietnam for 2.5 years and learning Python and ChatGPT on her own. She highlighted many important AI ideas in her address like pre-training models, multi-head attention processes, and the significance of keyword selection in AI model training. Rami talked about her attention to personal branding by describing how she ranked top for her name on Google. She additionally spoke of her leadership experience as a member of the INTO Suffolk Leadership Council, where she was helpful in planning student activities and improving her marketing and communication skills. AI modal large language model,s machine and graphical perception, data visualization, deep learning, and prompt engineering are some of her favored fields.



The most impressive aspect of Rami's trip was her ability to switch between fields easily in spite of her lack of expertise. Her journey from retail management to AI research showed her flexibility and self-directed learning style. She showed how determination and creativity can result in expertise even in education by teaching herself Python and AI technology. Her strategic personal branding strategy was also inspiring. She successfully put herself in the digital world by often using the right keywords and creating useful content. Her ability to use AI into her work in branding, research and business showed the value of using technology for her career.

The importance of self-learning and continued skill improvement was one of the main lessons learned from Rami's workshop. Without getting official training she was able to design tools, understand AI ideas, and develop her brand, proving that anybody can learn anything they want to. This inspired me to look at learning options outside of the classroom especially in current areas like AI and data analysis.

The value of flexibility and innovation in achieving professional success was another important lesson. Rami's experience at Shop 73 showed how improving business strategies and paying attention to consumer feedback helps in success. To increase productivity Rami developed her own sales management tool instead of depending on current tools. Her success was mostly due to her business strategy, which includes using innovation to solve issues. Additionally, her leadership at INTO Suffolk highlighted the benefits of networking, cooperation, and innovation. Leadership is about taking action and having an impact shown by planning events like the "Spring End of Semester Celebration 2020" and the "Manage Your Tasks Effectively Using Google Keep" class.

Rami wants to create her own personal brand. She has used keywords in order to make sure that when searching for her, her LinkedIn profile is the first thing that pops up. She states that using keywords is very important for her because it allows for easier searching. She has a degree in business, so these things are very well known to her. Before she started with AI, she owned her own retail store in Vietnam for two and a half years. While working there she developed her own sales management tool to observe



her sales and people who buy things. She noticed her main target market was women, police officers. She focused on customer wants by launching a Facebook account which caused her to see a lot of growth.

She often uses AI in her free time and one of her goals is to modify it for her best interest and be able to advance her writing. She showed us a video about her journey on how she learned to use AI, her goal was to try and have AI mimic her writing. She uses AI to build her story about her journey. She has created multiple video guides on how she has used AI to create her cover letter and other forms of writing. She shows how she plays with AI and makes it work for her by giving it multiple prompts and words to input. She inputs her own writing and asks AI to include more, which makes the AI use her writing and make the writing have an easier flow similar to her writing. Having Keywords is very important for optimal searching; she always uses the same words to ensure this. Making the prompt specific is also important because it helps get you closer to the correct results.

Rami always asks herself what she can do better as she works hard on self-improvement and enjoys making an impact. Rami likes to build her brand. Rami has her name in the first search on Google, and she did this by consistently building content. She uses keywords in all of her content to connect to the search. Rami discusses how important keywords are in content and how they can reach a certain audience based on those words.

Rami also worked on a project combining Python and chat GPT to optimize its use. Chat GPT is a pre-trained model that uses the masses and online text to create generated human-like language. This is generated with minimal words inputted into the prompt. Chat GPT is capable of reading the entire input at once and understanding the relationship between the words. It can capture different aspects of the text at the same time. Chat GPT will also be able to follow up on your project promptly. Chat GPT can find keywords and cross-reference with the World Wide Web as well as match the



promoter's style to give back similar writing that sounds like the person. The Chat GPT can then be trained to produce words similar to the prompter.

One thing I found interesting was that Chat GPT can mimic someone's writing style. Based on conversations in the past, along with what the beginning prompt was sent in Chat, GPT can respond similarly. So while asking Chat GPT to create a cover letter and resume for someone, it will sound similar to something they would write themselves. I also learned about STAR situations, tasks, actions, and results. While Rami was using this strategy, she rearranged it and put the results first.

Overall, the biggest thing I learned during this presentation is that people can make a career researching and working with AI. I have always known there needed to be people who have to build AI systems; however, I did not know how many jobs and things were available because of AI.

