

Long Nguyen

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EDUCATION

Toronto Metropolitan University

Bachelor of Information Technology

Toronto, ON

Sept 2022 – Dec 2024

Seneca College

Business Administration Marketing Diploma

Toronto, ON

Jan 2019 – Aug 2022

EXPERIENCE

Digital Marketer

Alifaco Vietnam

Jan 2023 – May 2023

Hanoi, Vietnam

- Write content, design, and edit product's banner, and video to promote on Google ads and Facebook ads
- Carefully observe Facebook ads and Google ads campaigns to conduct reports for direct manager
- Developed company mock-ups and social media content to increase brand awareness
- Design campaign implementation plan based on ads campaigns to improve customer outreach and customer satisfaction

Marketing Intern

Andie

Jul 2022 - Sep 2022

Toronto, ON

- Demonstrated independence by interviewing on average 5 people per day about food and technology without bias to conduct quantitative reports
- Increased customer satisfaction by providing timely individualized support through emails and phone calls
- Ensured communications aligned with the business requirements of the hiring manager to make sound decisions

PROJECTS/CERTIFICATIONS

Google Data Analytics Professional Certificate

Nov 2023

- Issuing Platform: Coursera
- Gain practical skills for junior or associate data analyst roles.
- Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL and R programming.
- Learn how to visualize and present data findings in dashboards, presentations and commonly used visualization platforms.

Supervised Machine Learning: Regression and Classification Certificate

Oct 2023

- Issuing Platform: Coursera
- Build machine learning models in Python using popular machine learning libraries NumPy and scikit-learn.
- Build and train supervised machine learning models for prediction and binary classification tasks, including linear regression and logistic regression.

Dai-ichi Life marketing project

Feb 2023

- Developed marketing strategies based on current customer based, and future customer market.
- Conducted quantitative and qualitative reports about how customer view towards Dai-ichi Life insurance.
- Write and design content related to insurance, educate customer about the benefit of insurance.
- Run, maintained Facebook, Google ads and conducted reports for direct manager.

TECHNICAL SKILLS

Languages: Python, Javascript, SQL, NoSQL, HTML/CSS

Developer Tools: Git, AWS, VS Code, ChatGPT, Microsoft Office, PowerBI

Libraries: pandas, Matplotlib, scikit-learn

Design Tools: Premiere, Photoshop, Illustrator, After Effect, Canva