

VALENTINA NGUYEN

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PROFESSIONAL EXPERIENCE

MARSH MCLENNAN AGENCY
MARKETING ANALYST INTERN

CHATTANOOGA, TN

JUNE 2025-AUGUST 2025 (SUMMER INTERNSHIP)

- Conducted market research and competitor benchmarking using NAICS/SIC classification systems to support segmentation strategy and enhance digital marketing and SEO performance.
- Analyzed marketing campaign performance data by aggregating metrics, building dashboards, and generating insights using Excel and data visualization tools to support strategic decision-making.
- Supported analytics operations by evaluating predictive analytics tools, developing data literacy training materials, and documenting processes to standardize reporting and improve cross-functional collaboration.

ENVIRONMENTAL PRODUCTS & ACCESSORIES
MARKETING COORDINATOR

CHATTANOOGA, TN

SEPTEMBER 2024– PRESENT

- Spearheaded e-commerce site management on Shopify by customizing themes using Liquid and HTML code. Enhanced website functionality and visual appeal to drive customer engagement.
- Revitalized dormant social media channels after 5 years of inactivity by launching a robust content calendar, driving a staggering 4000% increase in follower engagement within the first 90 days.
- Executed targeted email and social media campaigns via HubSpot by developing strategic segmentation and personalized messaging, elevating open rates by 13% and click-through rates by 4%.

EAST TN SPINE & SPORT
MARKETING ASSOCIATE

KNOXVILLE, TN

NOVEMBER 2022– MAY 2023

- Developed and optimized website and blog content to attract and convert target audiences. Leveraged content marketing techniques to drive lead generation and online visibility.
- Cultivated strategic referral partnerships over a 6-month engagement through targeted office visits and tailored collateral, re-engaging 5 established sources and forging 3 new relationships.
- Coordinated event logistics with precision. Supported seamless operations and maintained consistent brand messaging across events.

ARAMARK
MARKETING ASSISTANT
PEER-TO-PEER MARKETING INTERN

CHATTANOOGA, TN

JANUARY 2021– MAY 2022

AUGUST 2018– DECEMBER 2020

- Orchestrated special events, promotions, and digital marketing initiatives to elevate brand visibility.
- Conducted comprehensive market research and crafted materials to inform strategic decisions through survey data.
- Led a team of 3 interns to design and execute dynamic marketing collateral for promos, social media contests, and events.

PROJECTS

Projects Viewable on GitHub

Inventory Management Database – EPA Sales
Shrinking Attention Spans – Digital Media Impact Analysis
Remote Work & Employee Well-Being – NSW Survey Analysis
Customer Reorder Prediction – EPA Sales
Academic Risk Detection – Early Intervention System

EDUCATION

UNIVERSITY OF TENNESSEE AT CHATTANOOGA

CHATTANOOGA, TN

Master's of Science in Data Analytics / Bachelor of Arts in Business Management and Administration