

# FELIX NGUYEN

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## EDUCATION

<b>Emory University</b> <i>PhD in Quantitative Marketing</i>	Atlanta, GA <i>Expected 2025</i>
<b>University of Wisconsin-Madison</b> <i>Master of Science in Business Analytics</i> <i>MBA in Marketing Research</i>	Madison, WI 2020 2019
<b>Foreign Trade University</b> <i>BS Economics</i>	Ho Chi Minh City, Vietnam 2015

## RESEARCH INTERESTS

Mobile Marketing, Digital Advertising, Industrial Organization, Bayesian Statistics, Natural Language Processing, Causal Inference.

## ACADEMIC EXPERIENCE

<b>University of Wisconsin Madison</b> <i>Graduate Teaching Assistant</i>	Madison, WI Sep 2018   May 2020
<ul style="list-style-type: none"><li>• Spring 2020: Teaching Assistant for Prof. Neeraj Arora, MKT 815 - Marketing Analytics.</li><li>• Fall 2019: Teaching Assistant for Prof. Enno Siemsen, OTM 752 - Project Management (Full-time &amp; Executive MBA)</li><li>• Fall 2018: Teaching Assistant for Prof. Erwan Quintin, GB 704 - Data to Decision.</li></ul>	

## INDUSTRY EXPERIENCE

<b>American Family Insurance</b> <i>Innovation Strategy Intern</i>	Madison, WI May 2018   Aug 2018
<b>FE Credit Financial Services</b> <i>Product Manager</i>	Vietnam Dec 2015   Jul 2017
<b>Cultural Images</b> <i>Web Developer/E-commerce Executive</i>	Vietnam Aug 2015   Dec 2015

## SKILLS

Programming: R, Python, Julia, MATLAB, JavaScript, SQL.  
Software & Services: SPSS, Stata, AWS, Tableau, Latex.

## GRADUATE COURSEWORK

<b>Methods :</b>	
ECON 500 Microeconomic Theory I	T. Kim
ECON 501 Microeconomic Theory II	B. Allison
ECON 520 Probability Theory & Stat.Inference	C. Breunig
ECON 521 Econometric Methods I	D. Jacho-Chavez
CS 571 Natural Language Processing	J. Choi
ECON 717 Applied Microeconometrics (UW-Madison)	J. Smith & J.F. Houde
EP 711 Bayesian Methods (UW-Madison)	D. Kaplan
ACT 765 Machine Learning (UW-Madison)	D. Bauer
ISYE 723 Dynamic Programming (UW-Madison)	G. Zayas-Cabán
<b>Substantive:</b>	
MKT 741 PhD Seminar in Marketing Strategy	S. Jap
MKT 972 PhD Seminar in Marketing Modeling (UW - Madison)	N. Arora
CS 771 Human-Computer Interaction (UW - Madison)	B. Mutlu

## RESEARCH RELATED MATERIALS

*"Predicting Airbnb Survival: A Bayesian Analysis of Supplier Persistence in Sharing Economy"*  
Nguyen (2019) - Class project for EP 717 - Bayesian Methods.

*"From Free to Premium: A Dynamic Model of Product Usage and Conversion in Freemium Strategy"*  
Nguyen - Research Proposal for Marketing Models PhD Seminar.

*"Convenience Or Privacy? How New Retail Self-Service Technologies Affect Service Quality Perception And Trust"*  
Nguyen, Barfield, Lou & Zeng (2019) - Class project for CS 770 - Human Computer Interaction.

## HONORS & AWARDS

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### **Wisconsin School of Business Alumni Fellowship**

2017 - Full tuition Scholarship for two years of the MBA program.

### **Mobile Marketing Association SMARTIES Award - APAC Region Gold Prize**

2017 - Awarded by Mobile Marketing Association (MMA Global) for Best Digital Marketing Innovation (FE Credit Chatbot Project).

### **American Chamber of Commerce Scholarship**

2014 - Awarded by American Chamber of Commerce to top 20 students from universities in southern Vietnam.

### **Vietnam National Youth Informatics Olympiad - Gold Medal**

2010 - Awarded by Vietnam Ministry of Education and Training - in Software Development Category.

## EXTRA-CURRICULARS & MEMBERSHIPS

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### **American Marketing Association**

Member - Madison, Wisconsin Chapter.

### **Mobile Marketing Association**

Member - Vietnam Chapter.

### **Operation Smile**

Project Coordinator - Vietnam Chapter.