

# Tyler Nguyen

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Gaining experience as a Product Manager Intern at Wasserman with a background in Talent Representation, Sports Hydration, and Partnerships. I drive strategic initiatives through using data-centric approaches and fostering team engagement. Seeking strategy or partnerships position in sports or entertainment which develops long-lasting relationships

## EDUCATION

### University of California, Los Angeles (UCLA)

Expected June 2025

B.S. in Statistics and Data Science, Minor in Data Engineering | GPA: 3.89

## WORK EXPERIENCE

### Wasserman | Los Angeles, CA

September 2024 – December 2024

Product & Innovation Intern

- Building data-driven products to deliver competitive advantages for Wasserman athletes, musicians, and brands
- Expanding and scaling sports talent representation platform horizontally into music and entertainment industries
- Designing and planning talent marketability program in Figma and Asana and improving backend data automation
- Developing web-scraping scripts in Python to enhance data-sourcing warehouses for strategic partnerships teams
- Collaborating with stakeholder and design teams in product rollout, resource planning, and business impact meetings
- Pitching product UI/UX by researching emerging trends across technology, digital media, and cultural landscapes

### BODYARMOR Sports Nutrition, a Coca-Cola Company | New York, NY

June 2024 – August 2024

Strategic Insights Intern

- Drove cross-functional business strategy through analysis of retailer, bottler, and consumer demographics data
- Analyzed 2 direct competitors using Nielsen tools to improve Innovation, Marketing, and Partnership team strategy
- Proposed and implemented automated reporting workflow utilizing Python scripts, SQL queries, and Excel macros
- Decreased weekly reporting time by 75% and delivered presentation of new streamlined process to Insights team
- Presented 4 data-driven dashboards on multi-pack offerings, geographical target regions, and retail specific displays
- Onboarded new hire on data analytical software (Nielsen, Numerator, Unify) and weekly reporting responsibilities

### UCLA Health | Los Angeles, CA

January 2023 – August 2023

Data Analyst, Research Assistant

- Performed biostatistical analysis of brain parcellations and built statistical models to detect multivariate outliers in R
- Developed new data-processing functions and updated Medicine-Digestive Diseases team during monthly meetings

### Brains & Motion Education | San Jose, CA

June 2022 – August 2022

Sports Instructor

- Engaged 150+ six to twelve-year-old children in weekly or bi-weekly summer camps in tennis, soccer, and basketball
- Customized personal instruction plans for different experience levels and age groups focused on inclusion and fun

## PROJECTS

### LAFC Data Strategy & Partnerships

January 2024

- Analyzed LAFC Food & Beverage sales and organized strategic recommendations for VP of Business & Data Strategy
- Planned 3 partnership activation plans with DraftKings focused on Los Angeles community impact and engagement

## SKILLS AND INTERESTS

Programming Languages: SQL, Python (pandas, numpy, scikit-learn, plotly, flask, tensorflow), R, C++

Tools: Power BI, Tableau, Nielsen, Numerator, Unify, Figma, Asana

Interests: Running, Poker, History, Tutoring, Camping, Tennis, Basketball, Spikeball, Fantasy Football, UFC, Catan