

HUY NGUYEN

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SUMMARY OF QUALIFICATIONS

- Business-minded global leader with living, travel and work experience in 4 different countries
- Collaborative team member with experience working on cross-functional teams in professional market research project and case competition experience
- Analytical professional with strong attention to detail and creativity
- Proficient in Tableau, SPSS and Microsoft Office (Excel, Access, Word, PowerPoint)
- Tri-lingual (Mandarin, Cantonese, English) with comfort in multicultural environments

EDUCATION

University of Washington, Seattle

Expected June 2024

Bachelor of Arts in Economics

Relevant Coursework: Microeconomics: Methods and Applications, Industrial Organization and Price Analysis, Econometric Applications, Global Business, Consumer Behavior, and Multicultural Marketing and Business Development

RELEVANT EXPERIENCE

Participant, Global Business Case Competition, Seattle, WA

February 2022

- Researched and analyzed global and U.S. automotive market trends and strategies of companies rebuilding corporate reputation after ethics scandal
- Coordinated with 4 other team members' findings to determine total and type of costs resulting from scandal; articulated assumptions underlying calculations
- Consulted client by presenting high-level strategy recommendations including product and technology use, geographic focus, and US market specific responses in order to regain trust of customers and increase sales

Market Research Analyst Intern, Penn Schoen and Berland, Bellevue, WA

October 2021 - January 2022

- Assisted team to develop deep understanding of client needs to create research proposal
- Examined and researched potential sales of new Microsoft product through questionnaire development and fieldwork
- Collaborated with cross functional project team to analyze data, formulate product launch strategy recommendations, and present findings to client board
- Wrote content and designed PowerPoint presentation and two page final summary report

Treasurer, Alpha Sigma Phi Fraternity, Seattle, WA

January 2021 - January 2022

- Maintained annual budget of \$600,000 and appropriation of funds among 3 bank accounts
- Managed 35 expense accounts, internally and with contracted services, with no accounting errors
- Conducted fundraising research for a \$7 million house renovation project by applying knowledge of segmentation strategy and position statement writing
- Partnered with Philanthropy Chair to implement annual giving commitment from fraternity budget towards charities

ADDITIONAL WORK & LEADERSHIP EXPERIENCE

Facilitator, Unite UW, Seattle, WA

September 2021 - Present

Marketing Intern, Bank of China, Shanghai, China

June 2020 - September 2020

Rikkyo-Yonsei-Keio-Fudan Student Leadership Forum, South Korea, Japan, China

June 2020 - September 2020