EMILY GIEL

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SUMMARY

Data analyst and marketing strategist passionate about technology, international cultures, and data's impact on society.

PROFESSIONAL EXPERIENCE

The Fulbright Program, English Teaching Assistant (ETA), *Vĩnh Phúc, Vietnam*   **Aug. 2019 – Apr. 2020**
- Taught English and American culture to 500 varied-proficiency students at Vĩnh Phúc High School for the Gifted
- Served as a cultural ambassador to a small community in Vietnam to improve American-Vietnamese relations
- Promoted leadership by coaching the advanced English National Team and the school's first-ever debate club
- Assisted in US Embassy's COVID-19 response by organizing alternate projects for ETAs during school closures
- Recipient of one of the world's most competitive international fellowships for cultural exchange

HBO (Home Box Office), Marketing Analytics Intern, *New York City, NY*   **June 2018 – Aug. 2018**
- Created viewership analysis reports on high-profile HBO series delivered to CMO and top executives
- Analyzed streaming and media data to understand viewing habits and optimize marketing to key audiences
- Created a report to address subscriber churn on HBO streaming products by analyzing viewership data cross-referenced with paid media data, and recommended retention and spend optimizations to upper management
- Tested upper management's ad hoc questions of both broad and nuanced marketing hypotheses, and created data visualizations, dashboards, and Keynote reports to convey insights and recommendations
- Wrote hundreds of SQL queries for AWS database; automated queries and dashboards for recurring analyses
- Conducted research and presented case study on multicultural marketing to HBO upper management

VICE Media, Analytics Intern (Carrot Creative Digital Agency), *New York City, NY*   **June 2017 – Aug. 2017**
- Conducted intensive social listening research for clients including Unilever, Pepsi, Victoria's Secret, Carl's Jr., and lululemon by scraping social media sites and analyzing audience conversation data
- Analyzed conversation sentiment, emotion, and topics to find marketing insights for monthly brand reports and in-depth projects, and created decks to present insights along with marketing recommendations to clients
- Wrote formulas to automate SQL queries, assisting in creation of a machine learning sentiment analysis platform
- Used audience clustering software to analyze brands' digital networks, optimizing targeting and positioning

Tailwind Digital Agency, Assistant Media Analyst, *Tempe, AZ*   **Aug. 2017 – Dec. 2017**
- Structured and analyzed paid media campaigns using Google Ads, Bing Ads, Facebook, Twitter, and LinkedIn
- Built clients' paid search engine campaigns by creating ad copy, campaigns, and thousands of keywords

Dropspot, Inc. App, Marketing Director, *Phoenix, AZ*   **Sept. 2015 – Aug. 2016**
- Created marketing plan, brand, and acquisition strategy for social media and photography app startup
- Pitched at ASU Igniter Challenge as the only undergrad finalist team and won a conditional $50,000 investment

SKILLS

- Analytic tools: SQL (proficient), Python (advanced), HTML and CSS (advanced), Excel (proficient), SPSS, SAS, data mining, AWS (Athena, Redshift), Braze, Tableau, Google Ads certified, Google Analytics certified
- Professional: public speaking, primary/secondary research, Spanish (professional fluency), Vietnamese (basic)
- Interests: budget travel (30 countries in 5 continents and counting), comedy, boxing, Vietnamese cooking

AWARDS AND HONORS

Flinn Scholar   **Aug. 2015 – May 2019**
- Arizona's most prestigious merit-based scholarship to top 20 students for full tuition, housing, and study abroad

EDUCATION

B.S., Business Data Analytics; B.S., Marketing   **Aug. 2015 – May 2019**
Minor, Spanish Literature; Minor, Women and Gender Studies   4.0 GPA
W.P. Carey School of Business | Barrett, the Honors College | **Arizona State University**
Thesis: "Ocupado/a: A Comparison of Perceptions and Marketing Appeals in Spain and the US"
- Conducted comparative cultural and marketing research (surveys and focus groups) in Spain and the US
- Analyzed results and wrote and presented 40-page paper discussing international marketing implications

Universidad de Sevilla; Seville, Spain   **Jan. 2017 – May 2017**