

EMILY GIEL

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emilygiel.com

SUMMARY

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

PROFESSIONAL EXPERIENCE

The Fulbright Program, English Teaching Assistant, *Vĩnh Phúc, Vietnam* **Aug. 2018 – Present**

- Teaching English and American culture to varied-proficiency students at Vĩnh Phúc High School for the Gifted
- Serving as a cultural ambassador to a small community in Vietnam to improve American-Vietnamese relations
- Promoting leadership among students by facilitating clubs and coaching the English National Team

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 OTT streaming product by analyzing streaming 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 SQL queries for AWS databases, and 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, analyzed data to find insights in audience conversation, and created marketing recommendations
- Automated SQL queries of social data to assist in creation of machine learning sentiment analysis platform
- Analyzed brands' digital market clusters with audience clustering software to optimize positioning and targeting

Tailwind Digital Lead Generation 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

Rille & Co. Creative Agency, Marketing Coordinator, *Phoenix, AZ* **Aug. 2015 – Jan. 2017**

- Crafted wide-scope rebranding, marketing, web, and digital marketing strategies for small businesses
- Designed social campaigns and a new website, growing a client's co-working space membership by 500%

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 finalist pitch and won \$10,000 investment with a chance to increase to \$50,000

SKILLS

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

AWARDS AND HONORS

Fulbright Grant Recipient **May 2019**

- Recipient of one of the world's most competitive international fellowships for cultural exchange

Flinn Scholar **Mar. 2015**

- Recipient of Arizona's most prestigious scholarship to top 20 students for tuition, housing, and study abroad

EDUCATION

B.S., Business Data Analytics; B.S., Marketing **May 2019**

Minor, Spanish Literature; Minor, Women and Gender Studies **4.0 GPA**

Thesis: "Ocupado/a: A Comparison of Perceptions and Marketing Appeals in Spain and the US"

W.P. Carey School of Business | Barrett, the Honors College | Arizona State University

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