HUNG (FELIX) P. NGUYEN

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Innovative professional with a passion for improving customer experience and a knack for data analytics and technologies.
Experience in IT Product Management, proficient in SQL, R, Python and working with APIs.
Available for internship from May 2018 – Graduation Date: May 2019.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI   **2017 – 2019**
Master of Business Administration Candidate
- Specialization: Marketing Research, A.C. Nielsen Center
- Key Coursework: Marketing Management, Marketing Research, Qualitatively-Based Marketing Insights, Data to Decisions, Marketing Analytics, New Product Development, Data analytics with R
- Recipient of Full-tuition Alumni Fellowship
- GMAT: 730

Foreign Trade University, Ho Chi Minh City, Vietnam   **2011 - 2014**
Bachelor of Economics
- Major: Business Economics
- American Chamber of Commerce Scholarship recipient

PROFESSIONAL EXPERIENCE

FE Credit, Ho Chi Minh City, Vietnam   **12/15 – 07/17**
Management Associate – Leadership Program (IT + Operations)
- Revamped and managed Customer Service center by implementing omnichannel self-services projects, outsourcing inessential tasks, implementing new Contact Center and CRM technology, building a centralized customer database and customer 360 portal; reduced workload by 20% and increased service level from 50% to 80%+.
- Spearheaded new communication and lead generation method via integration with popular mobile messaging applications, flavored with Chatbot, Natural Language Processing, Geolocation…saved $50K per month on SMS cost, served over 100,000 customer inquiries and generated an average of 10,000 new leads a month. Resulted in Creative Idea Award of 2016 and Mobile Marketing Association Award of 2017 for Best CRM initiative.
- Led Mobile Wallet project as a Product Manager, built database architecture, conducted researches through both secondary data by Buzzmetrics, Gartner… and A/B testing, user experience survey, created RFP for vendor selection, product roadmap, user stories and introduced new unique feature concepts.
- Enhanced Credit Card product experience with Selfie personalized card via messaging app, and message-based loyal point redemption, achieved 10.000 new Selfie Card applications within six months, 15% more than expected.

Cultural Images, Ho Chi Minh City, Vietnam   **08/15 – 12/15**
Business Development & E-commerce Executive/ Web Developer
- Developed website and e-commerce platform; achieved daily view traffic of 5,000 and boosted sales by 20%
- Established and maintained company's presence in large B2B platforms (Alibaba, EC2, etc.); increased awareness of the brand and secured five new contracts via those platforms
- Led a team of three to various international apparel and handicraft fairs, acquired long-term business partners in Kazakhstan, Russia, Malaysia and France

American Chamber of Commerce, Ho Chi Minh City, Vietnam   **01/15 – 07/15**
Project Officer
- Organized 10+ networking and charity events for American corporations in Vietnam; raised more than $500K for scholarships
- Enhanced the Chamber of Commerce's website with an automatic news aggregator for important economics and policy update related to Vietnam, save cost on content creation.

TECHNICAL EXPERTISE

- **Programming languages:** JavaScript, SQL, PL/SQL, R, VBA, SAS, Python, HTML, MongoDB
- **Software and Tools:** Power BI, Tableau, SPSS, JIRA, Excel, Access, Lotus Notes, Visio, Google Analytics

INTERESTS + ACTIVITIES

- **Languages:** Vietnamese, English, French
- **Interests:** Game Modding, Fantasy writing, Soccer.
- **Volunteer Activities:** Operation Smile, Orbis Flying Eye Hospital, ENACTUS – Foreign Trade University Chapter
- **MBA Clubs:** Entrepreneurship Club, Graduate Marketing Association

AWARDS

- Creative Idea Award, 2016 - FE CREDIT
- SMARTIES Gold Award for Best CRM Campaign, Vietnam & Bronze Award, APAC Region, 2017 – International Mobile Marketing Association