

Linh Ngo

Contact Information

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Education

Master of Science in Marketing Research , University of Texas, Arlington, TX	12/2016
Master of Business Administration (M.B.A) , University of Texas, Arlington, TX	12/2016
Bachelor of Arts in International Studies , University of North Texas, Denton, TX	05/2010

VIZIO – Market Insights Analyst Intern

05/2017 – Present

- Collect, organize, maintain, and utilize market intelligence database and consolidate information into actionable items, reports, and presentations to drive business for sales and marketing teams.
- Perform ad-hoc and regular analysis of product movement/POS performance to provide directions to sales and business planning teams regarding products, pricing, and market.
- In charge of weekly, monthly, and quarterly TV Industry reports.

Decision Analyst, Inc. – Client Service Assistant

07/2015 – 12/2016

- Collaborated with senior vice president and account executive on designing custom market research projects, data analysis and interpretation, recommendation development, and delivery of report.
- Accompanied team leader to client meetings and handled meeting agenda and project outlines.
- Maintained client service and business development efforts across all team accounts.

RTI International – Research Coordinator

03/2013 – 05/2015

- Managed and monitored the Hope Probation with Enforcement — Demonstration Field Evaluation; a multisite program evaluation commissioned by the U.S Department of Justice.
- Recruited and administered all interviews with study participants through multiple recruitment methods.
- Oversaw data collection; handled sensitive documents; and conducted court observations.
- Liaised with local staff to ensure study objectives and International Review Board protocols were met.

Relevant Projects

Métiers HS, Product Development Project

01/2016 – 05/2016

- Provided a local startup company with market research services to assess market needs.
- Designed and conducted qualitative research to elicit consumer insights and generate marketing ideas, followed by a quantitative survey to verify feedback.
- Assessed the competitive environment and pricing strategy, forecasted sales volumes, and provided recommendations for marketing strategies, as well as steps to be taken before product launch.

2016 Presidential Election, Web & Social Analytics Project

09/2015 – 12/2015

- Designed research by using social media data to predict the potential winner of the 2016 presidential election.
- Utilized various sources to scrape and collect data.
- Conducted analysis using Google Trends to gauge public interest over time; Twitter for social listening and sentiment analysis; polling data sources for votes; web metrics to analyze each candidate's online presence through web traffic, unique visitor, unique referral sources, monthly visits, etc.

Skills

Computer: Proficient in Microsoft Word, Excel, PowerPoint, PC & Mac platforms, Qualtrics; familiar with SPSS/SAS, Python, RStudio, Watson Analytics, Tableau

Research: Qualitative and quantitative research; interview guide and questionnaire development; statistical analysis; analytical skills; and write report

Strengths: Connectedness, Adaptability, Activator, Maximizer, and Developer—from StrengthsFinder test