

JULIAN HOANG

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EDUCATION

Rollins College Crummer Graduate School of Business

Master of Business Administration

GPA 3.87/ 4.0; Full-tuition merit-based Barlow Award for Excellence

Winter Park, FL

Expected May 2018

Colorado State University

Bachelor of Arts in Economics, GPA: 3.95/4.0; GMAT: 700 (89%)

Fort Collins, CO

2016

PROFESSIONAL EXPERIENCE

Universal Studios Florida

Orlando, FL

Marketing Targeting and Data Analytics Intern

May 2017 – Aug 2017

- Works with Adobe Audience Manager, SQL Server, Observe Point, Visual Basics, and UNICA.
- Supported the Digital Analytics team working with campaign reporting and analysis as well as various data related tasks such as segmentation and data hygiene.

PCE Investment Bankers, Inc.

Winter Park, FL

Investment Banking Intern

Feb 2017 – May 2017

- Performed market research for small and mid-size M&A transactions in various industries such as aerospace and defense, vacation resorts, landscaping, and fabrication.
- Prepared financial statement models leveraging data from Capital IQ.

Management Consulting Prep

Hanoi, Vietnam

Business Manager

Aug 2014 – Feb 2015

- Led and collaborated with team to advance marketing efforts to multiple dynamic platforms including SEO, Adwords, and email subscription. Achieved 60% increase in average monthly revenue.
- Developed a new product line and entered the case interview preparation market. Improved revenue by approximately \$2,000 per month.

VScale Architecture Jsc.

Hanoi, Vietnam

Search Engine Optimization (SEO) Executive

Mar 2013 – Jan 2014

- Executed SEO activities for 12 most popular products of the company by optimizing the main website, creating satellite blogs and posting articles periodically. Consistently maintained the top positions on search engine results for 6 months straight.

Tomorrow Entrepreneurs Program

Hanoi, Vietnam

Co-Manager

Oct 2013 - Dec 2013

- Collaborated with three co-managers to design a non-profit program which introduced entrepreneurship and startup procedure to college students in various fields such as agriculture, computer science, and information technology.
- Led volunteers and marketing team to attract applications for the program. Secured locally recognized businessmen to be lecturers. Efforts resulted in two start-ups, up and running after the course.

CERTIFICATIONS AND SKILLS

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- Top 30 Young Student Leaders in Hanoi by Procter & Gamble Co. Vietnam, 2015
 - MS Word, Excel, and PowerPoint: Intermediate
 - Python, Tableau, HTML, SQL, and Visual Basic: Basic

VOLUNTEER EXPERIENCE

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- Management board member at Opportunity Community Ability (OCA), Orlando, FL, 2016
 - Docent at Global Village Museum, Fort Collins, CO, 2016