

## JULIAN HOANG

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MBA candidate with experience in compiling and analyzing data, driving organizations' strategic initiatives. Detail and result-oriented, and ensures accurate data for routine and ad-hoc reports. Recognizes and effectively resolves problems.

### TECHNICAL SKILLS

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- SQL, R, HTML, and Python
- Statistics and regression analysis
- Tableau and Marketing Engineering for Excel
- Digital Marketing (SEO and AdWords)
- Campaign Targeting (UNICA)
- Web Analytics (Adobe Marketing Cloud & ObservePoint)

### PROFESSIONAL EXPERIENCE

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**Universal Studios Florida** Orlando, FL  
*Marketing Analytics and Targeting Intern* May 2017 – Dec 2017

- Created and executed SQL queries to retrieve reports on a regular basis and to respond to various ad-hoc requests, leveraging Microsoft SQL Server and Microsoft Excel VBA.
- Performed marketing trait and segmentation management on Adobe Audience Manager and Adobe Analytics.
- Solved ad-hoc project management issues leveraging Microsoft Excel VBA and ASANA.
- Performed website analytics audits and analysis on ObservePoint.
- Set up and audited campaigns on UNICA.

**PCE Investment Bankers, Inc.** Winter Park, FL  
*Investment Banking Intern* Feb 2017 – May 2017

- Supported Investment Banking Associates in researching for small and midsize M&A Transactions and building financial models leveraging data from Capital IQ.

**Management Consulting Prep** Hanoi, Vietnam  
*Business Manager* Aug 2014 – Feb 2015

- Led and collaborated with team and advanced 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.

### EDUCATION

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**Rollins College Crummer Graduate School of Business** Winter Park, FL  
*Master of Business Administration* Expected May 2018

GPA 3.89/ 4.0; Full-tuition merit-based Barlow Award for Excellence

**Colorado State University** Fort Collins, CO  
*Bachelor of Arts in Economics*, GPA: 3.95/4.0; GMAT: 700 (89%) 2016

Top 30 Young Student Leaders in Hanoi by Procter & Gamble Co. Vietnam, 2015

### AFFILIATIONS & VOLUNTEER ACTIVITY

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