

## 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* May 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 20% 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 top 5 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