

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 Analytics and Targeting Intern

May 2017 – Present

- 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.
- Performed campaign targeting and audits on UNICA.

PCE Investment Bankers, Inc.

Winter Park, FL

Investment Banking Intern

Feb 2017 – May 2017

- Supported Investment Banking Associates in market researching for small and midsize M&A Transactions and creating financial models leveraging data from Capital IQ.
- Worked with Microsoft Excel, Microsoft PowerPoint, and Salesforce.

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.

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