

JULIAN HOANG

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MBA 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

- SQL, R, and HTML
- 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

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

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

GPA 3.91/ 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

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