JULIAN HOANG

(+1) 970 214 7619 | [vhoang@rollins.edu](mailto:vhoang@rollins.edu) | [www.linkedin.com/in/julianhgmba](http://www.linkedin.com/in/julianhgmba)

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 | * Digital Marketing (SEO and AdWords) |
| * Statistics and regression analysis | * Campaign Targeting (UNICA) |
| * Tableau and Marketing Engineering for Excel | * 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* 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

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

See my resume in color at <https://julianhoang.github.io/jhoangresume/>