DUY NGUYEN

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EDUCATION

UNIVERSITY OF MICHIGAN   Ann Arbor, MI
Stephen M. Ross School of Business
Master of Management, May 2023
• Managing Editor and contributor for Marketing-Ish (digital newsletter about marketing and its intersection with commerce, culture, and creativity)

College of Literature, Science, and the Arts
Bachelor of Arts, May 2022 - Cumulative GPA: **3.92**
• Major: Cognitive Science w/ a focus in Decision Making
• Minor: Southeast Asian Studies
• Head of Social Media and Marketing for Uncover (Asian American student org.)

EXPERIENCE
2022-Present

SHOPWINDOW   Ypsilanti, MI
Data Growth and Analysis
• Conducted market research and translated findings across departments about areas of opportunity for growth resulting in dozens of new leads
• Strategized and developed advertising campaigns for a new product launch by crafting focused messaging to better suit targeted users
• Collected software usage statistic to assist in roadmapping new strategies and features designed to boost user traffic by 15%

2021

UNIVERSITY OF MICHIGAN LIBRARY   Ann Arbor, MI
Digital Archiving Specialist
• Coordinated on detailed preservation of a Southeast Asian film archiving project
• Developed, implemented, and demonstrated new procedure for cleaning and digitizing film slides to archiving team reducing time per slide batch by 20-30%
• Researched historical location and story on archival slides to include background and accessibility descriptions for 100s of images.

2019-2020

UNIVERSITY OF MICHIGAN POLITICAL SCIENCE DEPARTMENT   Ann Arbor, MI
Research Assistant
• Co-authored a data-driven research project with a PhD candidate through a comparative analysis of hate crime perceptions in South Africa and America
• Utilized Twitter APIs to organize 'hate crime' tweets into a common database
• Analyzed and sorted location based trends of hate-crime tweets to understand different cultural perceptions using RStudio

2019
Summer

RYAN SWANSON & CLEVELAND PLLC   Seattle, WA
Summer Intern
• Performed new day-to-day tasks assisting accounting, marketing, and legal departments to learn the fast paced operations of a legal firm
• Managed employee payroll, firm expenses, along with detailed record-keeping of financial records for future reference
• Monitored firm's social media accounts' performance and fielded suggestions to head of marketing department

2018-2019

UNIVERSITY OF MICHIGAN INSTITUTE OF SOCIAL RESEARCH   Ann Arbor, MI
Research Assistant
• Collaborated on a longitudinal psychology study on modern violence trends and statistics between Palestine and Israel: "The Psychology of Terrorism"
• Performed data analysis using RStudio to categorize and visualize modern trends of violence between Israel and Palestine
• Presented summarized findings of data analysis at a research conference and fielded questions from visiting political science faculty and students

SKILLS
• Data Analytics: R, SQL, and NetLogo
• User-Centric Products: Google Ads and Google Analytics
• Fluent in English, Work Proficient in Vietnamese