

# Leo Nguyen

Research analyst, editor, and web developer combining personalized user experiences with data-driven results

leokhoivi@gmail.com  
(478) 621-8212  
linkedin.com/in/leokhoivi  
leokhoivi.github.io

## Work Experience

Business Research Analyst & Copywriter · **CI Radar** Mar — Sep 2023

Business Research Analyst Jun 2022 — Mar 2023

- Managed 5–7 client dashboards and surveyed 50+ industry and competitor websites daily in a client-facing role
- Published daily and weekly competitive intelligence briefs for product teams, sales teams, and company stakeholders
- Developed intelligence dashboards for each client based on relevant competitors, target keywords, and industry topics
- Completed 1–2 ad hoc projects monthly, ranging from market and open-source research to business analysis presentations
- Spearheaded company-wide initiatives such as conducting on-site content refreshes, designing feedback loops for existing clients, and creating an in-house digital marketing strategy

Associate Copywriter · **WebFX** Aug 2021 — Apr 2022

- Produced and edited SEO-friendly sales copy that adhered to E-E-A-T guidelines and accurately predicted search intent, resulting in a 5–10% increase in organic traffic
- Collaborated with clients from dozens of B2B and B2C industries while mastering a modified AP style guide
- Managed 3–5 long- and short-form projects simultaneously using a custom calendar and an in-house content management system

## Education

**Bachelor of Arts in Sociology**

University of Georgia Aug 2021

- Awarded a full scholarship due to grades
- Graduated *summa cum laude* with a 3.99 GPA
- Named a Presidential Scholar for achieving a 4.0 GPA during three semesters

## Skills

### Research & Analysis

Competitive intelligence, market research, open-source research, competitor analysis

### Digital & Content Marketing

Search engine optimization (SEO), copywriting, editing, keyword research, project management, email marketing

### Programming Languages

HTML, CSS, SCSS (Sass), SQL, JavaScript

### Tools & Platforms

WordPress, Mailchimp, Microsoft Suite, Google Suite, Semrush, Ahrefs, Canva, Photoshop

### Certifications

Semrush · SEO Fundamentals  
Semrush · SEO Principles

## Personal Projects

### Genueentry

Blog and resource hub for remote entry-level job seekers. Features biweekly verified job leads, pre-compiled useful links, free templates, and tutorials

### leokhoivi.github.io

Personal website and portfolio built with SCSS, HTML, and JavaScript