

Leo Nguyen

Inbox manager and intelligence analyst combining
personalized user experiences with data-driven results

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Work Experience

Rapid Intelligence Analyst · **Cision** May 2024 — Present

- Create daily competitive intelligence briefings for executive-level stakeholders in a deadline-focused environment
- Analyze hundreds of sources and media outlets, condensing 100+ full-length articles into relevant, concise insights daily
- Serve as lead analyst for Fortune 500 clients in the technology, construction, energy, and aerospace industries
- Own the entire project life cycle, from searching and indexing to publishing

Inbox Manager · **InboxDone** Mar 2024 — Present

- Develop, maintain, and improve standard operating procedures (SOPs) for busy academics, entrepreneurs, and professionals
- File and respond to emails and create daily recap briefs
- Schedule and lead weekly check-in calls to ensure client satisfaction, answer questions, and provide progress updates
- Synthesize and implement individualized solutions for clients' unique pain points, such as scheduling and task management

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 newsfeeds for each client based on relevant competitors, target keywords, and industry topics
- 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
- Managed 3–5 long- and short-form projects simultaneously using a custom calendar and an in-house content management system

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

CX & Administrative

Email management, task management, content moderation, client onboarding

Tools & Platforms

WordPress, Mailchimp, Microsoft Suite, Google Suite, Canva, Photoshop, Asana, Trello, Zendesk

Education

B.A. in Sociology · 3.99 GPA

University of Georgia Aug 2021
Graduated *summa cum laude*