

Long Nguyen

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EDUCATION

Indiana University, Kelley School of Business - Bloomington, IN

May 2025

Bachelor of Science in Business

GPA: 3.60

Major: Economic Consulting, Marketing, Business Analytics

Honors and Awards:

- **Hutton Honors College:** Admitted based on outstanding freshman academic results and distinguished leadership achievements.
- **Dean's List:** Being named at Honors Convocation 3 times for outstanding academic achievement, maintaining GPA above 3.8.
- **Fred & Della Spencer Scholarship:** Awarded in recognition of superior performance and unwavering commitment to study.

WORK EXPERIENCE

Dentsu Creative - Ho Chi Minh City, Vietnam

Jun 2024 - Aug 2024

Strategic Planning Intern

- Conducted market research across 5+ industries using Milieu Canvas and other tools, enhancing strategic decisions by 20%.
- Collaborated in team discussions, leveraging data-driven insights from market analysis to develop actionable solutions.
- Compiled meeting notes into slides, which supported leadership in crafting pitches that led to 15% higher client engagement rate.

Ernst & Young - Hanoi, Vietnam

Jun 2023 - Aug 2023

Business Consultant Intern

- Partnered with a leading car manufacturer to assess 90+ vendors using performance KPIs, reducing procurement costs by 15%.
- Led market research to identify top vendors, enhancing service quality by 20% through strategic vendor recommendations.
- Analyzed vendor financials, flagged discrepancies that guided client decisions, resulting in an annual cost savings of \$100K.

Techsalerator - Fort Lauderdale, FL

Jan 2023 - May 2023

Marketing Affiliate

- Implemented quality control measures by reducing product listing inaccuracies through weekly audits and updates of 50+ SKUs.
- Compiled demographic data for 100+ countries, targeting 2 marketing campaigns, leading to a 15% engagement boost.
- Increased conversions by 20% and expanded brand reach through targeted content optimization and strategic outreach initiatives.

Development of Policies and Research Center - Hanoi, Vietnam

May 2022 - Aug 2022

Research Assistant Intern

- Led the creation of 70+ structured surveys, enhancing data collection accuracy by 30% and streamlining analysis workflows.
- Developed an Excel-based tool to troubleshoot network issues, cutting work by 20 hours per month and improving response time.
- Interpreted data from 30+ experiments and compiled reports that informed strategic decisions, enhancing project outcomes.

ACTIVITIES

Paul H. O'Neill School of Public and Environmental Affairs - Bloomington, IN

Sep 2022 - Oct 2023

Assistant Project Coordinator

- Streamlined sessions by organizing educational materials, reducing setup time by 30% and improving client satisfaction scores.
- Delivered end-to-end support for 120 Vietnamese professors by swiftly resolving 95% of account issues on first contact.
- Coordinated and led 10 out-of-town excursions, managing all aspects of travel logistics and enhancing overall program efficiency.

Kelley School of Business - Bloomington, IN

Jan 2022 - May 2022

Computer in Business Peer Tutor

- Provided tutoring in MS Access and Excel to 50 students, offering individualized support to help students master key concepts.
- Conducted group recap sessions for 10 students, enabling an 80% improvement in comprehension based on test score increases.
- Volunteered 50+ additional tutoring hours atop required office hours to accommodate peaked demand during exam periods.

SKILLS AND INTERESTS

Skills: Tableau | Photoshop | Stata | Strategic Planning | Market Research | CRM | Project Management

Interests: Public Speaking | Analytics | International Travel | Sustainability | Volunteer Work | Golf