Long Nguyen

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EDUCATION

Indiana University, Kelley School of Business - *Bloomington, IN*   **May 2025**
Bachelor of Science in Business   *GPA: 3.61*
Major: Economic Consulting, Marketing, Business Analytics
Coursework: Market Research, Data Visualization, Financial Analysis, Econometrics, Digital Marketing, Predictive Modeling

WORK EXPERIENCE

Dentsu Creative   **Jun 2024 - Aug 2024**
Strategic Planning Intern   *Ho Chi Minh City, Vietnam*
- Conducted market research across 5+ industries using Mileau Canvas, providing insights that enhance strategic recommendations.
- Analyzed digital marketing trends and audience behavior to refine campaign strategies, improving ad effectiveness by 10%.
- Created detailed pitch decks that helped leadership secure a 15% higher client engagement rate through more targeted proposals.
- Improved client engagement by leveraging data-driven insights in team discussion, contributing to pitches for actionable solutions.

Ernst & Young   **Jun 2023 - Aug 2023**
Business Consultant Intern   *Hanoi, Vietnam*
- Evaluated 90+ vendors for a car manufacturer, identifying key cost-saving opportunities and improving procurement outcomes.
- Provided strategic recommendations based on industry benchmarks, significantly strengthening vendor selection decisions.
- Identified major discrepancies in vendor financial data, contributing to cost reduction strategies and improved financial accuracy.
- Supported digital transformation by identifying automation tools, streamlining procurement workflows, and increasing efficiency.

Techsalerator   **Jan 2023 - May 2023**
Marketing Affiliate   *Fort Lauderdale, FL*
- Reduced product listing inaccuracies by 30% through consistent weekly updates of 50+ SKUs, improving overall product visibility.
- Boosted engagement by 15% by analyzing demographic data for 100+ countries, improving the efficiency of marketing campaigns.
- Enhanced campaign performance by improving content strategy and adjusting outreach tactics to better fit audience profiles.
- Increased conversions by 20% and expanded brand reach through targeted content optimization and strategic outreach initiatives.

Development of Policies and Research Center   **May 2022 - Aug 2022**
Research Assistant Intern   *Hanoi, Vietnam*
- Designed structured surveys to improve data accuracy, ensuring consistency across responses and enhancing analysis workflows.
- Developed an Excel-based troubleshooting tool, reducing tedious manual work by 30% and increasing response time efficiency.
- Delivered valuable insights from 30+ experiments, informing better strategic decisions and improving research project outcomes.
- Assisted in website contents and data visualization for research reports, improving accessibility for stakeholders and clients.

ACTIVITIES

Paul H. O'Neill School of Public and Environmental Affairs   **Sep 2022 - Oct 2023**
Assistant Project Coordinator   *Bloomington, IN*
- Reduced setup time by 30% by streamlining session organization, improving overall program delivery and participant satisfaction.
- Resolved 95% of account issues on the first contact for 120 Vietnamese professors, enhancing the user experience tremendously.
- Managed travel logistics for 10 out-of-town excursions, ensuring smooth execution and positive participant feedback consistently.
- Strengthened faculty communication by resolving scheduling conflicts and improving overall program coordination effectiveness.

Kelley School of Business   **Jan 2022 - May 2022**
Computer in Business Peer Tutor   *Bloomington, IN*
- Provided MS Access and Excel tutoring to 50+ students, improving test scores and comprehension by an impressive 80% margin.
- Led interactive recap sessions for 10 students, reinforcing understanding and improving test performance outcomes significantly.
- Volunteered 50+ additional tutoring hours during peak periods, helping students consistently improve problem-solving skills.
- Created customized learning materials that simplified complex technical concepts and increased student understanding rates.

SKILLS AND INTERESTS

Skills: Tableau, Photoshop, Stata, Python, Strategic Planning, Market Research, CRM, Project Management
Interests: Public Speaking, Analytics, International Travel, Sustainability, Volunteer Work, Golf