PHUNG DOAN
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EDUCATION

Simon Business School, University of Rochester   Rochester, New York
Master of Science in Marketing Analytics (STEM)   May 2024
- GPA: 3.93 / 4.0; Dean's Honor List
- Relevant Coursework: Customer Behavior, Analytics Design, Predictive and Causal Analytics, Data Management, Warehousing & Visualization, Python Programming, Digital Marketing, Social Media Analytics, Pricing Analytics

Foreign Trade University   Hanoi, Vietnam
Bachelor Degree in International Business Economics   Mar 2021

PROFESSIONAL EXPERIENCE

Simon Vision Consulting (Business consulting organization)   Rochester, New York
Project Manager, Market Research & Global Business Development   Sep 2023 - Dec 2023
- Surveyed 3,000 customers and analyzed 10-year sales data to develop data-driven expansion strategies for a Fortune 500 supplier of science education equipment, leading to a 50% increase in global sales and customer acquisition rates
- Made questionnaire and checked online survey links for accuracy in language and logic before fieldwork began. Performed data manipulations and prepared preliminary analysis of results to answer key business questions
- Managed project milestones, tracked deliverables, and ensured stakeholder satisfaction throughout the project by acting as a liaison between the consulting team and the client
- Communicated complex data analyses in a clear and accessible manner to 10 high-level executives from the client side, including a Vice President of a Fortune 500 company

Asia Food Technology JSC (CPG manufacturer)   Hanoi, Vietnam
Global Marketing Research Coordinator   Dec 2021 - May 2022
- Analyzed Nielsen data of 40 brands and 1,700 SKUs across 39 states, identifying key opportunities, trends, competitors, and effective positioning strategies for the US market
- Led a cross-functional team of 7 people to conduct 3 rounds of A/B testing to gather both quantitative and qualitative data for new product development, obtaining global approval from 150+ consumers and 10+ B2B clients
- Managed a consumer panel of 20 people, including recruitment, sample distribution, survey collection, and 1:1 interview, to collect insights for product and brand development, saving $80,000 in research costs and reducing time to market by 3 months
- Created presentations with actionable findings, insights, and recommendations for the leadership board. Leveraged data visualization techniques to ensure findings are easy to read and interpret to create a clear story with the data
- Designed marketing materials across different countries including emails, video ads, photography, website content, product packaging, and branded swag for trade shows, boosting client engagement and design team efficiency by 30%

Global Business Development Executive   Jan 2021 - Nov 2021
- Managed relationships with 7 key clients and over 200 prospective clients to close 50 deals worth $1M, leading to a 30% increase in annual export revenue and successful market entry into 2 competitive countries
- Orchestrated end-to-end export procedures, including sales, marketing, legal compliance, documentation, R&D, production, logistics, and payment, for 50 ocean shipments across Asia and Europe, saving costs of hiring 2 extra personnel

PROJECTS

Price elasticity analysis and customer segmentation   Feb 2024 - Mar 2024
- Conducted causal analysis on soft drink data to determine own and cross price elasticity by building regression models
- Applied K-means clustering to customer choice data for segmentation. Analyzed preferences for 3 products through logistic regression, leading to a profit-maximizing pricing strategy that increased revenue

China market expansion for a healthcare company   Nov 2023 - Dec 2023
- Analyzed insights and data on the healthcare markets in China to develop a market expansion strategy for a US-based biotech company. Recommendations included M&A, talent acquisition, financial planning, and pricing strategy

US go-to-market strategy for an e-bike manufacturer   Sep 2023 - Oct 2023
- Conducted quantitative analysis to provide a market entry and strategic development plan for Stromer Bikes, a Swiss e-bike manufacturer, to grow the US market. Recommendations included sales, marketing, distribution, and implementation strategies

ADDITIONAL INFORMATION
- Technical skills: **Survey tools** (Microsoft Forms, Google Forms, Qualtrics); **Data analytics tools** (R, Python, SQL, Tableau); **Graphic design tools** (Adobe Creative Suite (Illustrator, Photoshop, Premiere), Canva); **Others**: Microsoft Office (Excel, PowerPoint, Word), Google Data Analytics and Digital Marketing certified
- Languages: English (fluent), Vietnamese (native), Chinese (elementary)
- Activities: 3rd place in Deloitte consulting competition; 2nd place in a female hackathon; Mentor for two marketing competitions