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, Consumer and Brand Research, Analytics Design, Predictive and Causal Analytics, Data Management & 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　　　　　　　　　　　　　　　　　　　　　　Sep 2023 - Dec 2023
- Surveyed 3,000 customers and analyzed 10-year sales data to uncover customer insights and develop growth 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 survey results to answer key business questions
- 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
- Managed project milestones, tracked deliverables, and ensured stakeholder satisfaction throughout the project by acting as a liaison between the consulting team and the client

Asia Food Technology JSC (CPG manufacturer)　　　　　　　　　　　　　　　　Hanoi, Vietnam
Global Market 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 to launch a new brand the US market
- Conducted 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
- Managed the RFP (request for proposal) process with global market research firms such as Kantar, Nielsen, and Numerator

Account Manager, Global Sales　　　　　　　　　　　　　　　　　　　　　　　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

Quantitative Research for a Learning Center　　　　　　　　　　　　　　　　Nov 2023 - Dec 2023
- Conducted surveys, descriptive analysis, K-means segmentation, and A/B testing to help a learning center better understand its customers and improve teaching services

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