

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, Customer and Brand Research, Digital Marketing, Social Media and Text Analytics, Pricing Analytics, Data Management, Warehousing & Visualization, Predictive and Causal Analytics, Analytics Design

Foreign Trade University

Hanoi, Vietnam

Bachelor's Degree in International Business Economics

Mar 2021

PROFESSIONAL EXPERIENCE

Simon Vision Consulting | Business Consulting Organization

Rochester, New York

Project Manager

Sep 2023 - Dec 2023

- Developed digital marketing and sales strategies for a Fortune 500 company by surveying 3,000 customers and analyzing 10-year sales data, leading to a 20% increase in global sales and customer acquisition rates
- Managed project timelines, tracked deliverables, and ensured stakeholder satisfaction throughout the project by acting as a liaison between the consulting team and the client
- Delivered an impactful presentation to 10 high-level executives from the client side, including a Vice President of a Fortune 500 company, effectively communicating complex data analyses in a clear and accessible manner

Asia Food Technology JSC | FMCG Manufacturer

Hanoi, Vietnam

Global Product Marketing Manager

Dec 2021 - May 2022

- Studied global market trends through both primary and secondary market research to develop a global food brand in Asia, Europe, and North America, with the aim of achieving a revenue target of \$15M
- Developed new product prototypes in collaboration with a cross-functional team of 7 people and a consumer panel, saving \$80,000 in research costs and obtaining global approval from 150+ consumers and 10+ B2B clients
- Served as the main point of contact for global creative agencies and market research firms to implement marketing strategies
- Analyzed Nielsen scanner data of 40 brands and 1,700 SKUs across 39 states, identifying key opportunities, trends, competitors, and effective positioning strategies for the US market
- Created presentations with actionable 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
- Developed marketing materials across different countries including emails, video ads, photography, website content, product packaging, and branded swag for events, boosting client engagement and design team efficiency by 30%
- Orchestrated the design of booths, displays, POS materials, sample preparation, logistics, and engagement with potential clients for international food shows to drive lead generation for the sales team

Global Business Development Executive

Jan 2021 - Nov 2021

- Conducted in-depth analysis of customs data to identify potential markets and high-value international distributors
- Provided exceptional customer service to 7 key distributors and engaged with 200+ prospective clients across Asia and Europe to close 50 deals worth \$1M, leading to a 30% increase in annual export revenue
- Led the successful entry into 2 highly competitive markets by collaborating with internal teams to tailor products to ensure alignment with market demands and local food safety laws
- Saved costs of hiring 2 extra personnel by orchestrating 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

JoinJoy | Startup for Booking Travel Activities

Hanoi, Vietnam

Product Owner and CEO Assistant

Jun 2019 - Aug 2019

- Conducted user and competitive research to design and develop product prototypes while providing comprehensive administrative support to the CEO, including managing schedules and coordinating meetings

PROJECTS

- Provided digital marketing strategy for Pierre Fabre Group - a European cosmetics company to increase market share in the US
- Conducted pricing analytics and customer segmentation for a soft drink company using logistic regression models and k-means

ADDITIONAL INFORMATION

- **Graphic design:** Adobe Creative Suite (Illustrator, Photoshop, Premiere), Canva
- **Data analytics:** SPSS, R, Python, SQL, Tableau
- **Survey tools:** Qualtrics, Microsoft Forms, Google Forms
- **Others:** Microsoft Office (Excel, PowerPoint, Word), Google Data Analytics and Digital Marketing certified
- **Languages:** English (fluent), Vietnamese (native), Chinese (elementary)