

PHUNG DOAN

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PROFESSIONAL EXPERIENCE

SIMON VISION CONSULTING | Business Consulting Organization

Rochester, New York

Project Manager

Sep 2023 - Dec 2023

- Managed all aspects of the research and analysis process for a Fortune 500 client, including surveying 3,000+ customers, analyzing 10-year sales data, and developing data-driven strategies, resulting in a 50% increase in international sales and B2B customer acquisition rates.
- Managed project timelines, prepared proposals, addressed problems, 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 VP of a Fortune 500 company, effectively communicating complex data analyses in a clear and accessible manner.

ASIA FOOD TECHNOLOGY | CPG Manufacturer (Food Products)

Hanoi, Vietnam

Global Marketing Coordinator

Dec 2021 - May 2022

- Developed marketing materials for the entire product portfolio across different countries (sales materials, emails, video ads, photography, website content, product packaging, and branded swag for trade shows), boosting international client engagement and design team efficiency by 30%.
- Executed go-to-market strategies to launch a new food brand globally, including Asia, Europe, and North America, with the aim of achieving an annual revenue target of \$15M.
- Analyzed Nielsen data of 40+ brands and 1,7K SKUs across 39 states, identifying key opportunities, trends, competitors, and devising effective positioning strategies for the US market.
- Developed 3 new products by managing a cross-functional team of 7 people, 3 global agencies, and a focus group of 10 consumers, saving \$80K in research costs and reducing time to market by 3 months.

Global Business Development Executive

Jan 2021 - Nov 2021

- Developed strong relationships with 7 key clients and engaged with 200+ prospective clients to close 50 deals worth \$1M, leading to a 30% increase in annual export revenue and successful entry into 2 new markets.
- Led the successful entry into 2 highly competitive markets by collaborating with internal teams (Purchasing, R&D, Production, Logistics) to tailor products to ensure alignment with diverse market demands and local laws.
- Orchestrated end-to-end export procedures (sales, marketing, laws, documentation, R&D, production, logistics, payment) for 50+ ocean shipments across Asia and Europe, saving costs of hiring 2 extra personnel.

JOINJOY | Web-Based Travel Activity Booking Startup

Hanoi, Vietnam

Product Owner - Executive Assistant

Jun 2019 - Aug 2019

- Designed the platform's UI/UX through user and competitive research, while supporting the development of the IT team and managing contract negotiations with website agencies, resulting in a 30% cost reduction.

US-ASEAN BUSINESS COUNCIL

Hanoi, Vietnam

Event Coordinator

Feb 2019 - Mar 2019

- Coordinated meeting materials, venue arrangements, and logistics for 21 meetings, fostering strong partnerships between nearly 50 US multinational corporations (Google, Facebook, PayPal, GE, etc.) and 10 government ministries in Vietnam.

EDUCATION

SIMON BUSINESS SCHOOL, UNIVERSITY OF ROCHESTER

Rochester, New York

STEM Master of Science in Marketing Analytics

May 2024

- GPA: 3.93 / 4.0. Dean's List. Merit scholarship recipient.
- Third place in Deloitte Consulting Case Competition. Participant in Gilead Healthcare Global Competition.
- Relevant Coursework: Data Management with SQL, Data Visualization with Tableau, Causal Analytics with R, Python Programming, Digital Marketing, Social Media and Text Analytics, Pricing Analytics with R, Customer Behavior.

FOREIGN TRADE UNIVERSITY

Hanoi, Vietnam

Bachelor's Degree in International Business Economics

Mar 2021

- Finalist in P&G CEO Challenge. 2nd place in Shecodes Hackathon. 3rd place out of 500 teams in Vietnam's largest collegiate marketing competition (team lead). Harvard Project for Asian and International Relations.

ADDITIONAL INFORMATION

- **Technical skills:** R, Python, SQL, Tableau, Qualtrics, Google Data Analytics certified, Adobe Creative Suite (Illustrator, Photoshop, Premiere), Microsoft Office (Excel, PowerPoint, Word), Canva.
- **Languages:** English (fluent), Vietnamese (native), Chinese (elementary).