

Valentina Nguyen

valentinajnguyen@icloud.com | [423-370-8388](tel:423-370-8388)
github.com/tina3860 | <https://www.linkedin.com/in/valentina-nguyen-22667b181>

EDUCATION

University of Tennessee Chattanooga: Master of Science in Data Analytic

Expected Graduation Date: May 2026

Relevant Courses:

- Data Visualisation for Business
- Machine Learning for Business
- Databases and Data Warehouse
- Adf

University of Tennessee Chattanooga: Bachelor of Science in Business Administration, Marketing

Graduated: 2020

SKILLS

Data Analytics:

- Proficiency in data analysis tools: SAS Enterprise Guide/Miner, Tableau
- Programming languages: Python, SQL
- Data visualization and reporting: Tableau
- Database management and SQL querying

Marketing and Communication:

- Content creation and social media management: YouTube, Instagram, TikTok, Facebook, LinkedIn
- Email Communication: Constant Contact and Hubspot
- Customer relationship management (CRM): Salesforce and Hubspot
- E-commerce Management: Shopify
- Event planning and coordination
- Search Engine Optimization (SEO)
- Advertisement: Google Ads, Social Media Ads
- Project Management: Trello

Technical Proficiency:

- Microsoft Office Suite and Google Work Space: Excel, Word, PowerPoint
- Markup languages: HTML, CSS
- Basic multimedia creation and editing: Adobe Creative Suite, Canva, Photography, Videography

PROFESSIONAL EXPERIENCE

Marketing Coordinator, Environmental Products & Accessories

Sept 2024-Present

- Managed e-commerce site through Shopify with coding themes using Liquid and HTML code
- Email and Social media campaigns through Hubspot
- Product inventory management and updates through Sage
- Catalog design with Adobe Creative Cloud

Credentialing Assistant, TQPVO LLC

April 2024-Sept 2024

- Ensured facility and staff compliance with regulatory and accrediting institutions
- Created and maintained licensing, credentials, and insurance records
- Monitored license and credential expiration dates, advising staff of renewal deadlines
- Conducted research on updated regulations and policies to maintain current compliance

Marketing Associate, East TN Spine & Sport Physical Therapy

Nov 2022-May 2023

- Managed social media pages with fresh, daily content to engage followers and maintain branding
- Generated and maintained engaging website and blog content to attract, capture, and convert target populations
- Consistently followed up with referral sources to foster relationships and support business growth
- Coordinated ETSS event logistics and managed branded inventory to ensure smooth operations and brand consistency

Marketing Assistant, Aramark

Aug 2018-May 2022

- Developed and implemented innovative strategies and tactics to promote locations, boost sales, and enhance customer satisfaction
- Built and maintained relationships with clients, department heads, and community groups to support business growth
- Coordinated special events, promotions, media interactions, and digital marketing efforts to enhance brand visibility and engagement
- Conducted marketing research and created marketing materials adhering to brand standards for informed decision-making and effective communication

PROJECTS can be found on Github and LinkedIn

- Database Analysis in SQL: Manipulate database to answer exploratory analysis questions.
- Remote Work and Its Impact on Business Well-Being: I wrote a data analysis report, including Python and SQL code, and presented findings.

CERTIFICATION

- **DataCamp:** SQL Associate
- **HubSpot:** SEO, Social Media Marketing
- **Google:** Google Analytics, Google Ads