

Valentina Nguyen

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Education

University of Tennessee Chattanooga Expected: May 2026

Master of Science Data Analytics

University of Tennessee Chattanooga Graduated: Dec 2020

Bachelor of Science Business Administration, Marketing

Data Analytics Experience

Java/Python/SQL (Codecademy Certificate of Completion-in progress, Data Camp Certificate of Completion)

- Developed fundamental Python skills(Seaborn, lists, Numpy, Matplotlib, dictionaries and Pandas, loops, plots)

Certifications

- Data Camp - Python
- Data Camp - SQL
- Codecademy - Java - in progress

Skills

- Programming Languages: Python/Java/SQL
- Microsoft Excel, Word, PowerPoint
- Markup Languages: HTML/CSS
- Multimedia Creation and Editing: Adobe Creative Suite
- Data Analysis: SAS Enterprise Guide/Miner, Tableau

Other Professional Experience

Marketing Associate: East TN Spine & Sport Physical Therapy

Nov 2022 - May 2023

- Manage East Tennessee Spine and Sport Social Media pages to include fresh, daily content/posting and maintenance of branding to engage followers
- Generate and maintain valuable and engaging content for our website and blog that attracts, captures and converts our target populations.
- Coordinate food and beverages provided for ETSS events, including on-site company events, referral sources lunches/breakfasts, and other events requested by Corporate.
- Maintain accurate inventory of all ETSS branded items, update inventory tracking spreadsheets by clinic location with appropriate reorder levels determined.
- Consistent follow-up with referral sources to continue to foster relationships

Marketing Assistant: Aramark

Jan 2019 - May 2022

- Conducts Marketing Research and Data Collection: Focus groups, surveying, campus mapping, trend development/research
- Creating new strategies and tactics for promoting existing or new locations to enhance sales and customer satisfaction
- Sales Support: Develop and execute annual campaigns, including oral and written presentations, to various target groups
- Strategic Planning, Innovation and Creativity
- Creating graphics – posters, social media posts, digital signage, and others that
- Coordinate special events, promotions, marketing collateral, media interaction, public relations, website updates, social media marketing
- Build Relationships with clients, organization department heads and subgroups/community groups