

Khoi Minh Truong

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EDUCATION & ACADEMIC ACHIEVEMENTS

Cornell University Graduate School Ithaca, NY, USA
SC Johnson College of Business GPA 3.911 / 4.000 May 2024
Master of Professional Studies in Applied Economics and Management (STEM) (*Technology Management concentration*)
Wabash College Crawfordsville, IN, USA
Bachelor of Arts in Economics (*with* Business and Computer Science minors) GPA 3.778 / 4.000 May 2023
Honors: Summa Cum Laude, Distinction in Economics, Dean's List, Ben Rogge Memorial and Presidential Scholarships
Relevant coursework: Algorithms; Accounting; Statistics; Game Theory; Micro-, Macro-, and Behavioral Economics

SKILLS & INTERESTS

Computer: Proficient in developing data analysis pipelines and machine learning models with Stata and Python libraries (e.g., sklearn, pytorch, tensorflow, and NetworkX). Fluency in data management via R, SQL, and Bloomberg Terminal.
Languages: English and Vietnamese bilingual. Novice in Japanese. **Licensed to** scuba dive in open waters internationally.
Interested in operations, logistics, client service, and data analysis. **Volunteered to** direct cultural exchanges for outreach programs with the Japanese Consulate and foster educative activities for underprivileged children with Project SUGAR.

PROFESSIONAL EXPERIENCE

Data Analyst and Assistant Coordinator Sept 2023 – Jun 2024
Cornell University Student Disability Services Ithaca, NY

- Responded to and managed student emergencies on campus to ensure a safe and supportive academic environment
- Coordinated logistical support to facilitate over 930 accommodations and alternative formats for academic functions weekly, ensuring equitable access and support services for upwards of 2000 students and faculty members a semester
- Developed and deployed systems to organize course data, streamlining workflow and retrieval efficiency by over 67%

Applied Machine Learning Research Developer Jan 2024 – May 2024
Samuel Curtis Johnson Graduate School of Management Ithaca, NY

- Engineered a multimodal machine learning prototype tool, designed to streamline the content creation workflow
- Curated and processed over 16,000 social media posts to fine-tune the core LLM and Bayesian probabilistic models
- Positioned the prototype as a scalable and profitable venture with various revenue streams and growth opportunities

Business Consultant and Data Analyst Aug 2023 – Apr 2024
Soft Landing New York + Cornell SC Johnson College of Business (*project client: Home Chocolat*) Ithaca, NY

- Led a market research project for a novel product, identified untapped opportunities, and refined product strategies
- Designed multiattribute compositional and clustering models to reveal consumer preferences and market segments
- Collaborated with cross-functional teams and provided actionable insights to improve product launch readiness

Media Coordinator and Editor Sept 2019 – Jun 2023
Educational Technology Center and Schroeder Center for Career Development Crawfordsville, IN

- Designed assets for and Edited the college's flagship newsletter weekly consumed by over 1000 students on campus
- Synthesized and analyzed weekly career-developmental information to produce targeted and educative promotions
- Collaborated with student associations to address employment inquiries and promote career events and services

Macro Research Assistant (COVID-19) Mar 2021 – Aug 2022
VinaCapital (*investment management*) Ho Chi Minh City, VNM

- Performed market research and information extraction, collaborating closely with prominent macro-research voices in producing biweekly written reports on macroeconomic topics that drive informed investment strategies
- Compiled biweekly-topic-related information from financial databases, news outlets' data dashboards, and governmental documents, both in English and Vietnamese for strategic decision-making in fund management
- Curated datasets and Produced regular update reports of market data for senior economists and executives, mastering Bloomberg Terminal as well as honing fluency in Excel functions for financial-economic analyses

Research Assistant

May 2022 – Jul 2022

Wabash College Department of Economics

Crawfordsville, IN

- Developed and fine-tuned various predictive statistical models for economic research to produce actionable insights
- Compiled and curated datasets from diverse sociopolitical, macroeconomic, and financial sources for policy research
- Organized data panels and enhanced data quality to facilitate reliable analyses and yield robust research outcomes
- Identified and conducted daily and weekly summary reviews on existing related literature and data sources

Market Engagement & Enforcement Intern (COVID-19)

Jan 2020 – Feb 2021

Grab (mobility-as-a-service super-app)

Ho Chi Minh City, VNM

- Facilitated crisis-management strategies with client-focused and community-centric approaches, resulting in a more manageable scale of pushback than predicted, mitigating potential losses by 45% compared to market projections
- Engaged regularly with drivers and users to gather feedback, then Devised digital assets and logistical support for campaigns, reinforcing brand trust within a partnership with over 200,000 drivers and user base exceeding a million

PROFESSIONAL DEVELOPMENT**Stage Management, Wabash College Productions**

Aug 2022 – Jan 2023

- Oversaw and ensured smooth backstage processes to stage play housing hundreds of audiences
- Facilitated conversations between designers and actors, as well as assessing and improving script intelligibility

Volunteer Coordinator, Ho Chi Minh City COVID-19 Civil Relief and Prevention Efforts

May 2021 – Aug 2021

- Implemented plans for regional distribution of necessity-kit packages to residential areas
- Delivered thousand tons' worth of food and produce, with medicine and testing kits to households safely

Secretary, Wabash College International Student Association

Sept 2019 – Sept 2021

- Formulated plans and schedules for events of multicultural celebrations, such as Mid-Autumn or Holi festivals
- Coordinated career events tailored for international students on campus

Cultural Outreach, Lê-Hồng-Phong's Art of Japan club

Jul 2017 – Jun 2019

- Directed marketing campaigns and designed advertising graphic illustrations
- Organized art and linguo-cultural exchange events with funding from the Consulate General of Japan

Artist Leader, The People Non-profit Organization

Jun 2017 – May 2019

- Fostered and maintained semi-professional and deadline-conscious attitude amongst members
- Created and supervised the making of artworks from waste materials for exhibition

RESEARCH & DEVELOPMENT PROJECTS**Prototype Development, Cornell University**

Jan 2024 – May 2024

*Faculty Advisor: Professors Lutz Finger, Jingwei Zhang, and Emaad Manzoor***CaptionIQ: Enhancing Social Media Engagement Through Automated Caption Generation**

With the increasing importance of captions in driving user engagement on social media platforms, social media users often encounter difficulties in crafting engaging wording, leading to suboptimal post performance. CaptionIQ seeks to alleviate these challenges by offering a user-friendly interface that enables users to generate multiple high-quality captions efficiently. Preliminary testing performance metrics achieved by our algorithms are quite promising, indicating a strong ability to distinguish between high-quality and low-quality captions (0.789 AUC-ROC), coupled with a relatively high level of overall accuracy (0.70) and precision (0.71) in its predictions. CaptionIQ envisions establishing a direct relationship with its users, primarily social media specialists, influencers, and content creators. The tool's scalability and potential profitability make it an attractive investment opportunity, with monetization avenues including subscription models, partnerships with social media management platforms, and sponsored content deals.

Market Research, Cornell University

Sept 2023 – May 2024

Faculty Sponsor: Professors Stephen Shu and David Just

Crafting Delights: Unwrapping Consumer Appetite for Chocolate-making Kits – A conjoint analysis for Home Chocolat

As the demand for experiential consumption rises, the emergence of do-it-yourself (DIY) chocolate kits offers a unique avenue for consumers to engage in artisanal chocolate-making from the comfort of their homes. Drawing upon the theoretical framework of the experiential advantage in consumption, we aim to understand how the DIY chocolate-making experience fulfills consumers' psychological needs. Through a quantitative-method approach encompassing surveying consumer demographics and conducting choice-based conjoint analysis, our findings accentuated the overarching influence of socio-familial bonding experiences and convenience in driving consumer interest, reflecting broader societal trends towards experiential consumption and convenience-driven purchasing decisions. Key discoveries from clustering algorithm reveals somewhat behaviorally distinct but demographically identical consumer segments. Our discussion provides valuable insights into understanding consumer preferences within the underexplored domain of DIY chocolate kits, offering actionable implications for product refinement and effective marketing strategies, especially for our client Home Chocolat.

Computer Science Independent Study, Wabash College

Jan 2023 – Apr 2023

Faculty Sponsor: Professor Chad Westphal

Contagion in Motion: Unraveling Emergent Behaviors of Pathogen Mutation in Mobility Networks

Modeling the spread of infectious diseases has been an increasingly critical component in understanding and mitigating their impact, especially more so in recent years. The classic Susceptible-Infected-Recovered (SIR) model framework has been a powerful tool but with limitations. There has been much debate on the effectiveness of said models, considering the complex, dynamic, and inherently heterogeneous nature of human mobility. Utilizing Python, this study explores the use of scale-free and grid mobility networks and gauges how well they can model compared to other more complex systems and real-world epidemics. Key results show that our simulations perform incredibly well despite their simplicity in inputs. Even with no inherent constraints for mutations on infectivity and mortality, our simulated diseases still evolved to spread more readily and to kill their hosts less often. These findings provide more evidence to the relevance of less I/O-intensive systems in studying epidemic spreads and identifying effective strategies for disease control, particularly in situations where more complex models may not be applicable or compilable.

Economics Capstone Thesis, Wabash College

Sept 2022 – Jan 2023

Faculty Sponsor: Professor Sujata Saha

Impacts on Income Inequality from the Aftereffects of Financial Crisis, with Market Expectations and Macroeconomic Factors

Recent decades have seen the distribution of income affected by multiple factors, especially with the recent financial crisis. This paper analyzes the aftereffects of the 2007-09 Great Recession on income inequality, in combination with market expectations and macroeconomic factors, across 15 countries. Annual data is collected for the period between 2004 and 2018, from upper-high-, lower-high-, and middle-income economies. Key results provide more evidence to the expected rise in income inequality across all-country income groups. Additionally, rising per-capita income in all panels is expected to translate to the narrowing income gap post-crisis. This paper also notes that expansionary monetary policies can have stabilizing effects on the income gap in all country-income groups involved.