



TONY T. NGUYEN

CONNECT WITH ME

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EDUCATION

University of California, Davis
Philosophy, B.A.
Computer Science (minor)
GPA: 3.45 | Class of 2021

SKILLS

- R, SQL
- Python
- HTML/CSS
- Adobe XD
- Adobe Illustrator
- Microsoft Excel
- Microsoft Office Suite

ACHIEVEMENTS

Dean's Honor List (2017-2019)

Top 10% in college

Global Startup Weekend (2019)

1st place

AT&T Case Competition (2019)

2nd place

PwC Case Competition (2018)

1st place

INVOLVEMENT

WeVo - Cofounder

A civic engagement startup aimed at helping community development.

TEDxUCDavis - Staff Member

A nonprofit group focused on spreading ideas in the community.

Head Start Boot Camp

Currently learning programming, data science, and web development.

Alpha Kappa Psi - Upsilon Psi

The largest co-ed professional business fraternity in the nation.

INTERESTS

- Reading non-fiction
- Traveling to foreign countries
- Technology for social good
- Hip hop music and culture
- Running marathons
- Personal development

EXPERIENCE

PEPSICO

Sales Management Intern | June 2019 - August 2019

- Coordinated and executed initiative to increase Gatorade sales by 5% on average in over 50 small-format stores in the greater Sacramento area.
- Captured market share from competitors by expanding selling space in key accounts and increasing in-store print and digital advertisements.
- Developed strong relationships with customers by providing and implementing practical solutions for increasing sales and revenue.

UC DAVIS COLLEGE OF LETTERS & SCIENCE

Social Media Marketing Manager | Feb 2019 - Present

- Created and produced relevant and high quality content for the college's social media channels, including Facebook, Instagram, and LinkedIn.
- Analyzed social media insights and created weekly reports via Hootsuite Analytics to develop more effective, data-driven marketing strategies.
- Collaborated with 20 UC Davis students and faculty to plan, edit, and produce several promotional videos and images for "Give Day" campaign.

ALPHA KAPPA PSI - UPSILON PSI CHAPTER

Vice President of Marketing | Dec 2018 - June 2019

- Directed and mobilized a 59-person team to execute a 2-month marketing campaign which increased rush attendance by 180%.
- Spearheaded a 4-day recruitment drive with professional workshops, alumni guest speakers, and corporate sponsors for over 70 students.
- Negotiated a partnership with the UC Davis Men's Basketball Team to market and promote their Big West ESPN game against UC Irvine.

SPARK BUSINESS DEVELOPMENT

Co-Founder & President | April 2018 - Present

- Led 8 students from diverse backgrounds to establish an organization centered around business knowledge and professional development.
- Coordinated and marketed over 10 on-campus fundraisers that exceeded targets and generated profits of over \$2500 in 8 weeks.
- Prepared professional workshops, service events, and social gatherings to develop business and interpersonal skills for UC Davis students.

JOYRUN

Growth Marketing Intern | Aug 2018 - Dec 2018

- Collaborated with over 40 fellow interns to increase user acquisition and retention of a start-up app by over 20% in the span of 4 months.
- Delivered advertising presentations to club meetings consisting of over 50 members and classrooms of over 100 students and faculty.

GLOBAL GLIMPSE

Community Action Project Manager | June 2016

- Supervised classes of over 40 pre-teen students abroad in Nicaragua and presented lessons on English reading, writing, and speaking.
- Managed a delegation of 27 students to refurbish a local schoolhouse and improve the quality of education for the Nicaraguan community.