TONY T. NGUYEN

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EDUCATION

University of California, Davis
Cognitive Science, B.S.
Computational Emphasis
GPA: 3.523 | Class of 2021

SKILLS

- Python
- HTML/CSS
- JavaScript
- R, SQL
- Git
- Adobe Illustrator
- Adobe Photoshop

COURSEWORK

- Algorithms
- Data Structures
- Logic
- Discrete Math
- Object-Oriented Programming
- Research Methods
- Ethics

INVOLVEMENT

WeVo - Cofounder
A startup focused on community engagement analytics.

Head Start Coding Boot Camp
Curriculum includes OOP programming, data science, and web development.

TEDxUCDavis - Staff Member
A nonprofit group focused on spreading ideas in the community.

AWARDS

Dean's Honor List (2017-2019)
Top 10% in College of L&S

Global Startup Weekend (2019)
1st place

AT&T Case Competition (2019)
2nd place

PwC Case Competition (2018)
1st place

ZS Ventures Business Competition (2018)
1st place

EXPERIENCE

Social Media Marketing Analytics Manager

UC Davis College of Letters & Science | Feb 2019 - Dec 2019

- Developed a cross-functional workflow between 13 students and 7 UC Davis employees in the Marketing & Communications department.
- Oversaw the college's social media marketing strategy which led to a 40% increase in Instagram followers and a 25% increase in Facebook fans.
- Analyzed the college's key performance indicators (KPIs) using Hootsuite Analytics to investigate trends and convert data into actionable insights.

Sales Management Intern

PepsiCo | 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.

Vice President of Marketing

Alpha Kappa Psi - Upsilon Psi Chapter | Dec 2018 - June 2019

- Directed and mobilized a 59-person team to execute a 2-month marketing campaign which increased rush attendance by 80%.
- 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.

Cofounder & President

SPARK Business Development | April 2018 - Dec 2018

- 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.

PROJECTS

Modeling Two-Step Flow Communication

- Web scraped two Youtube channels, "The Daily Show" and "Fox News", using a web crawler to collect data on their videos and comments.
- Conducted a social network analysis using Gephi software to explore the strength of the connections between the two datasets.
- Utilized natural language processing (NLP) to analyze the sentiments and emotions contained in the comments section of the videos.
- Simulated the two-step flow model of communication using NetLogo, a multi-agent programmable modeling environment.

Car Dealership Search Engine

- Used object-oriented programming in Python to read data about vehicles from a CSV file and store the data in a list by make, model, and year.
- Developed a program that allows users to search a car dealership database for vehicles according to general or specific attributes.