Trang Ngo

2665 Prosperity Avenue Unit 351▪ Fairfax, VA 22031▪ 703-944-3313 ▪ ngoth.trang@gmail.com

EDUCATION

University of Maryland at College Park,   Cumulative GPA: 3.88 - Dean's List
Robert H. Smith School of Business

B.S. Operations Management & Business Analytics and Information Systems   Expected: Fall 2021
Currently Enrolled in Master of Business Analytics   Expected: Fall 2022

Relevant Courses: Data Models and Decisions (Masters), Database Management Systems (Masters), Quantitative Models for Management Decisions, Business Process Simulation, Designing Applications for Business Analytics, System Analysis and Design, Operations Management, Applied Cloud Computing in Information Systems

EXPERIENCE

E.W.Scripps, *Political Data Intern*   Washington, D.C.
- Analyzed political advertising spending over time to recommend optimal marketing   Jun 2020-Aug 2020 campaign design. Identified and researched cause of outliers.
- Queried data with MySQL and web scraped HTML content from multiples URLs. Developed a process to download multiple images from URL list.
- Utilized Keras_OCR (Optical Character Recognition) technology to recognize and extract text inside political ad images. Applied Speech Recognition to decode advertisement video audio into text. Performed topic and sentiment analysis on all collected image and video text. Automated the entire process into a complete model pipeline in RapidMiner. Pipeline developed to advise political advertiser marketing strategies.
- Built Tableau dashboard to visualize spending by political party on the most important topic groupings.
- Designed and presented concepts for a TV station advertisement placement strategy and a political image advertisement design optimization.

Ixora Online Bookshop, *Owner*   Ho Chi Minh, Vietnam
- Founded online bookshop to sell foreign books to Vietnamese customers, especially   Aug 2012-Present students seeking sources to read English material textbooks, and grew to 40,000 followers.
- Wrote brand profile, creative posts about products, mini games, authors and facts behind the book.
- Designed and implemented Facebook ads to reach more customers.
- Built profitable customer relationships, totaling approximately $50,000 in sales to date.
- Successfully resolved customer's complaints, doubts, and questions.

Circus Digital, advertising agency, *Community Manager*   Ho Chi Minh, Vietnam
- Simultaneously managed 10 brand fan pages including international brands and   Mar 2014-May 2016 well-known brands such as Sprite and Fanta. Regularly updated tools and Facebook platform.
- Constantly monitored and moderated online conversations. Rapidly replied to customer's comments.
- Evaluated KPIs (page like, organic reach, interaction, engagement). Devised strategies if KPIs underperformed.
- Provided analysis and recommendations to build online communities and improve content strategy.
- Reviewed, proofread, scheduled, and published marketing content.

MASH by The Purpose Group, advertising agency, *Content Writer Intern*   Ho Chi Minh, Vietnam
- Brainstormed campaigns from various angles to support brands. Briefed and   Mar 2012-May 2013 collaborated with creative team to design eye-catching visuals.
- Copywrote on insightful brand content in a friendly, engaging, and trustworthy manner. Earned on average 1000 organic likes per piece and high rate of shares without running ads.
- Developed mini games with visual and video platforms. Earned at least 10% engagement rate, high click-on-post rate, and fans' interaction per mini game.
- Created on-going content and real-time content (following hot trends, current events, new formula launch).
- Achieved doubling of brands' fanpage likes in 3 months. Page posts reached at least 60% target audience.
- Supervised brands' Facebook fanpage including content planning.

SKILLS

Computer: MS Word, MS Excel, MS Power Point, SQL, Python, R, VBA, RapidMiner, Tableau
Languages: English, Vietnamese
Interests: Data visualization, machine learning, big data analytics**,** forecasting, artificial intelligence