

Hung Q. Dau

community.mis.temple.edu/hungdau/

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EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: Dec 2018

MAJOR: Management Information Systems

| Dean's List: Spring 2016

ACTIVITIES:

- Member, Association for Information Systems, Fall 2016 – Present
- Participant, Temple Analytics Challenge, Fall 2016
- Participant, AIS National Competition, Spring 2017

EXPERIENCES:

NEUMANN FINANCE COMPANY, Philadelphia, PA

October 2018 – December 2018

Marketing Database Assistant

- Collect quantitative and qualitative data for the database by searching the internet to find new equipment suppliers and manufactures.
- Utilize Python to scrape the Internet to find the key contact information for the internal Neumann lead files.
- Manage and update company database and customer relationship management systems (Salesforce.com).
- Go over and check the accuracy and correctness of the current lead files.

FOX RUN BRANDS, Philadelphia, PA

January 2018 – August 2018

SEO / Sales Analyst Intern

- Managed PPC campaigns on Amazon Seller Central and Vendor Central.
- Conducted SEO keyword research and update 200+ Amazon product listings' titles, bullets, and backend search terms with relevant keywords.
- Created competitor analysis to analyze competitors' keywords, pricing, reviews, and listing quality.
- Performed optimization regularly to maximize the campaigns' efficiency and profitability.
- Generated approx. \$9,000 in FBA campaigns' total revenue with 10% decrease in Advertising Cost of Sales.
- Audited product information on Salsify.com and Amazon.

STAYLOCAL.CO, Philadelphia, PA

June 2017 – January 2018

Technology Consultant

- Optimized application by testing in AtmosFi's QA environment and updated pull requests on GitHub to document the bugs and highlight the issues.
- Reported the bugs to the application developer and offered suggestions for the application modification.

COOL NERDS MARKETING, Philadelphia, PA

December 2016 – April 2017

Digital Marketing Intern

- Organized and maintained effective marketing campaigns for a marketing agency across interactive media.
- Constructed different kinds of ad for clients depending on their preferences and budgets through Google AdWords.
- Managed 10+ client accounts and reported the performance of their ads into Excel and Google Data Studio.
- Leveraged the use of Google Analytics and Google Tag Manager to help tracking and analyzing clients' websites.

SKILLS & LANGUAGES:

- **Development:** HTML, CSS, PHP, GitHub, Justinmind, Python
- **Analysis:** Tableau, Excel, Visio, Google Analytics
- **Database Management:** MySQL, Microsoft Azure
- **Digital Marketing:** Google AdWords, Facebook Ads Manager, Amazon Web Services
- **Graphic Designs:** Adobe Photoshop, Adobe Illustrator
- **Languages:** Vietnamese (Native) and English (Fluent)