

# Linh Hoang

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## EDUCATION

**Temple University, Fox School of Business and Management**

*Philadelphia, PA*

*Bachelor of Business Administration*

*May 2026*

*Major: Management Information Systems; Minor: Marketing*

Relevant Coursework: Web Application Development, Data Analytics, Customer Data Analytics, Marketing Research

## EXPERIENCE

### FOX SCHOOL OF BUSINESS

*Philadelphia, PA*

*Academic Peer Advisor*

*April 2024 – Present*

- Fostered strong communication channels between students and university department, academic advisors, staff, various university offices and resources, addressing inquiries and resolving issues
- Facilitated orientation sessions for incoming students, guiding them on how to navigate university systems such as the Degree Audit Reporting System, class registration, and graduation processes, while also introducing them to resources for academic success
- Assisted academic advisors and departments in streamlining processes and enhancing student services, fostering effective collaboration to improve overall efficiency and support

### CERA: INVEST WITH STABLECOIN

*Singapore*

*Content Strategist*

*June 2023 – August 2023*

- Managed strategic campaigns through weekly content planning, focusing on industry coverage and promotions for a stablecoin trading application at a Y-Combinator-backed Web3 startup
- Utilized SEO analysis to craft over 10 compelling branding stories, help articles, and blog content, enhancing content quality
- Conducted three months of sentiment analysis on user reviews, Google Ads, and Google Analytics data to identify user behavior patterns and report technical inefficiencies
- Implemented content standards across 90% of product deliveries through various digital channels (e.g., Facebook, X), resulting in a 40% increase in website traffic

### VIETCHALLENGE

*Boston, MA*

*Marketing Intern*

*March 2022 – June 2022*

- Curated daily social media posts for an annual accelerator competition that has elevated over 800 startups from 20+ countries, creating content in both Vietnamese and English.
- Aggregated three years of marketing collateral to source on-brand content and develop marketing solutions tailored to the competition's needs.
- Coordinated content on Facebook and LinkedIn to attract new startups, audiences, and volunteers, contributing to a 40% increase in overall engagement

## PROJECT

**1<sup>st</sup> Place, Vanguard X META Case Competition** | Excel, Predictive Modeling

*November 2023*

- Proposed new customer segmentation strategy for Vanguard and META (web3) collaboration with five distinct marketing campaigns, demonstrating flexibility and agility in response to evolving market dynamics.
- Led key metrics initiatives (CAC, CLV, ROI,..) on Excel, visualizing with a personalized KPI table to forecast and monitor the efficiency of the proposal over a five-year period.
- Conduct competitors' analysis to identify high-impact initiative and optimizing marketing campaign performance

## SKILLS

- **Applications:** Google Workspace, Microsoft Office, Canva, HubSpot, Slack, Notion, Atlassian, Jira
- **Programming Languages:** HTML, JavaScript, CSS, SQL
- **Skills:** SEO/SEM, CRM, Brand Positioning, Content Strategy, Public Speaking, Prescriptive Analysis, Predictive Analysis

