

# LINH HOANG

📞 206-480-8012    ✉️ [linhnhoang@temple.edu](mailto:linhnhoang@temple.edu)    [in](#) [Linkedin](#)    [wix](#) [Porfolio](#)

## Education

### Temple University

*Bachelor of Business in Managed Information Systems and Marketing*

**Aug. 2022 – May 2026**

*Philadelphia, PA*

### Relevant Coursework

- Customer Data Analytics
- Marketing Research
- Web Application Development
- Data Visualization
- Cloud Architecture
- User Experience Design

## Technical Skills

**Programming Languages:** HTML/CSS, JavaScript, Java, Python

**Database Management:** SQL, AWS, Tableau

**Project Management:** Power BI, Jira, Microsoft Office, Hubspot, Salesforce, Notion

**Skills:** Data Profiling, Prescriptive Analytics, Predictive Analytics, SEO/SEM, Brand Positioning, Content Strategy

## Projects

### Virtual User Behavior's Research | *Project Management, Qualitative Research*

**November 2024**

- Directed a full-cycle research project analyzing Gen Z's impulse buying behaviors in virtual environments.
- Performed extensive data cleaning to enhance data quality and extract meaningful trends, correlations, and behavioral insights.
- Managed qualitative and quantitative data solution and synthesized findings using SPSS (Regression Models, ANOVA).
- Extracted actionable insights and delivered recommendations based on AI-tracked sentiment and usage data.

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

**November 2023**

- Developed a new customer segmentation for Vanguard and META (web3) collaboration with five distinct marketing campaigns, cultivating brand loyalty and recognition.
- Developed KPI metrics (CAC, CLV, ROI, etc.) to forecast financial impact over a five-year timeline, aligning strategies with revenue forecasting objectives.
- Developed brand messaging strategy, positioning Vanguard as a leader in investment education within Web 3.

## Experience

### FOX SCHOOL OF BUSINESS

**April 2024 – Present**

*Academic Peer Advisor*

*Philadelphia, PA*

- Liaise between 4.5k students and the university department, tracking concerns and escalating system inefficiencies.
- Lead orientation sessions to acclimate new students to university systems and resources, enhancing understanding of available support and tools.
- Support internal teams by documenting process pain points and co-developing scalable engagement workflows.

### CERA: INVEST WITH STABLECOIN

**June 2023 – August 2023**

*Content Strategist*

*Singapore*

- Supported MVP for YCombinator startup's product release by coordinating content delivery with sprint updates and testing feedback on Jira.
- Used Google Analytics and user sentiment data to identify friction points, informing feature updates and SEO strategy.
- Developed 10+ brand content (help docs, blog posts) and drove a 20% increase in conversion across multiple platforms.
- Used backlog insights to guide content performance improvements and user messaging.

### VIETCHALLENGE

**March 2022 – June 2022**

*Marketing Intern*

*Boston, MA*

- Designed and executed bilingual multimedia content strategies for an international accelerator, supporting over 800 participants from 20+ countries.
- Aggregated and cleaned three years of marketing data to develop a streamlined content library, improving Kick-off campaign efficiency.
- Monitored and analyzed social media engagement metrics across platforms (Facebook, LinkedIn), contributing to a 40% increase in overall engagement.

## Languages

**Native proficiency in Vietnamese**

**Basic proficiency in Spanish**