

DUONG NGUYEN

duongdangnguyen.com

(267)-809-2822 ◊ ngduong@wharton.upenn.edu

EDUCATION

- University of Pennsylvania — The Wharton School** August 2015 - May 2019 (expected)
Bachelor of Science in Economics (cumulative GPA: 3.60 / 4.00).
Concentrating in Business Analytics & Minor in Computer Science.
- United Nations International School of Hanoi** March 2006 - May 2015
International Baccalaureate Diploma (IB) & High School Diploma.

WORK EXPERIENCE

- Google** May 2018 - August 2018
Data Science Intern, Google Marketing Solutions Singapore
- Identified key verticals and calculated the opportunity size of search advertisement for each market in the SEA region using an RPMq analysis benchmarking model.
 - Built dashboards and internal data tools to help the team quantify more than \$50M in incremental revenue.
 - Conducted an internal training session on how to pull and visualize SQL data to a group of 20+ Googlers.
- Siftery** June 2017 - August 2017
Growth Intern San Francisco
- Designed and developed Product Graveyard (productgraveyard.com) as one of the SEO and traffic strategies, resulting in an additional 180,000 page views for Siftery.
 - Received over 2,000 upvotes on Product Hunt and reached the #1 Product of the Day with Product Graveyard, gaining over 135,000 page views and 34,000 unique visitors within 48 hours.
- Fireflies.ai** January 2017 - March 2017
Business Development Intern San Francisco
- Interviewed 32 users and identified the need for a visual interface where users can interact with task objects.
 - Led front-end development of the onboarding flow and spearheaded the first version of the kanban board.

ACTIVITIES

- Penn Wharton Entrepreneurship** August 2018 - Present
Product Expert in Residence Philadelphia
- One of five selected undergraduate students to consult student startups on product and design challenges.
- Operations, Information and Decisions Department - Penn** August 2018 - Present
Teaching Assistant for OIDD 321 Philadelphia
- Taught weekly recitation and held office hours for 117 students on linear optimizations and modeling techniques.
- Muse Penn Marketing** December 2015 - December 2017
Vice President of the Promotion and Web Committee Philadelphia
- Engaged in web development and online marketing projects for startups and small businesses in Philadelphia.
 - Awarded the Platinum Chapter of the Year from the American Marketing Association (AMA) in 2016 and 2017.

SKILLS AND INTERESTS

- Programming languages** Swift, Java, JavaScript, OCaml, HTML, CSS, SQL, Python and R.
Design skills Sketch App, Photoshop, Principle, and Illustrator.