

SUE HUYNH

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WORK EXPERIENCE

Marketing Analyst

June 2023 – present

The Basement

Indianapolis, IN

A full-service advertising agency recognized by Adweek as one of 2021's Fastest Growing Agencies, generating \$1M+ revenue and 500K+ new users for national brands across retail, travel, and education sectors.

- Pioneer the agency's **first in-house Marketing Mix Model**, transforming budget allocation for **\$5M+ media investment** and establishing a new internal standard for media analytics.
- Lead **50+ campaign reports** that drove a **28.6% YoY increase** in lead generation, introducing frameworks for creative fatigue analysis, landing page diagnostics, and ecommerce attribution.
- Reduce reporting time by **63%** and cut **\$20K+** in operational costs by developing **20+ media dashboards** in Looker Studio and Salesforce, integrating cross-platform APIs and third-party data sources.

Data Analyst

November 2020 – present

STEAM for Vietnam

Burlingame, CA

An edtech non-profit organization, partnered with UNICEF, American Center, and Vietnamese Ministry of Education and Training, bringing STEAM (STEM + Arts) education and AI adoption to 80K+ students and 16K+ teachers in Vietnam

- Generated **200K+ course registrations** by building performance dashboards for the Marketing and Product teams in Looker Studio, delivering weekly insights that informed content strategy and platform improvements.
- Increased course completion rate by **50%** through statistical analysis and data science initiatives, including bottleneck identification, dropout prediction, and learning experience personalization on MOOC (Massive Open Online Course) platform.

HR Digitization and Automation Intern

Oct 2022 – Apr 2023

Bosch USA - A global engineering and technology company with over 400,000 employees worldwide.

Florence, KY

- Promoted workplace equity for **41K+ women associates** by detecting **300+ gender-biased terms** in managerial-level job descriptions and informing inclusive hiring practices across U.S. divisions.

Social Media & PR Intern

May 2022 – August 2022

Radio Flyer - A certified B Corporation, leading sustainable product design in the toy industry with 100M+ product sales.

Chicago, IL

- Executed social media analysis to optimize campaign efficiency, **saving 53%** ads spending, **increasing 30%** conversion volume, and contributing to **\$21.8M global sales** and **1.5B PR reach** through data-driven insights and PowerBI dashboards.

EDUCATION

MITx MicroMaster Statistics and Data Science

Expected 2025

- Graduate-level courseworks and capstone projects in Probability, Statistical Modeling, Machine Learning, and Deep Learning

University of Cincinnati, Carl H. Lindner College of Business

2019 - 2023

Bachelor of Science, Business Analytics and Marketing

Cincinnati, Ohio

- Dean's List Recipient | Magna Cum Laude | GPA: 3.9/4.0

COMMUNITY LEADERSHIP

NEO Initiative, Analyst

2022 - 2023

- Enabled a local Black-owned store generated **\$1.2K sales** from Gen Z segment by initializing digital marketing strategies

UC Vietnamese International Student Association, Marketing Director

2020 - 2021

- Expanded Vietnam culture to **30K+ UC students** through year-round social media initiatives and campus-wide cultural events.

Lindner Ambassador, Event Coordinator

2020 - 2021

- Led campus tours for **100+ prospects** and supported mental health for **3K+ business students** through wellness events.

Lindner Women in Business, Event Coordinator

2019 - 2023

- Empower **6K+ women** in business through professional events with guest speaker sessions and networking opportunities

PROJECTS AND AWARDS

McKinsey Digital 24-hour Hackathon, Top 5 Solution

Jun 2023

- Built an application supporting worldwide programming education leveraging generative AI - for Code.org - the world's leading K-12 computer science education non-profit - through extensive user research and product/feature testing.

84.51 Data Science Case Competition, 3rd Place/50 participants

Oct 2022

- Identified key mobile purchase patterns from a dataset of **71M+ transactions** and formulated data-driven pricing and promotion recommendations for Kroger, aiming to address food inflation and support **284K+ low-income Ohio residents**.

SKILLS

- Python (Data Visualization, Statistical Analysis, and Machine Learning), R, SQL, Google Analytics, Excel VBA