

# JULIAN HOANG

+1 (873) 355 -5538

jvhuoang8@gmail.com

Ottawa, ON

<http://www.linkedin.com/in/jhoang8>

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## Data Analyst

- 3 years of experience in Data ETL, Data Manipulation, Analysis, & Visualization in corporate environment.
- Proficient in SQL, Microsoft Excel, Tableau, IBM Cognos, UNICA Campaign, and Microsoft Access.
- Working knowledge of PowerBI, Python, Excel VBA, Adobe Marketing Cloud, Salesforce, and Facebook Ad.
- Passionate about data-driven problem solving and efficiency improvement.
- Enthusiastic, self-motivated learner with strong work ethics and attention to detail.
- Languages: English (Fluent) | French (Upper-Intermediate) | Vietnamese (Native).

## PROFESSIONAL EXPERIENCE

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### Website & Analytics Manager

Vscale Architecture – Architecture & Interior Design service

Vietnam

2019 – 2024

- Developed and optimized 2 WordPress websites (<https://noithatvsc.vn> and <https://noithatneo.vn>). Facilitated seamless integration of websites with several analytics tools (Google Analytics/ Ad/ Search Central) and social media accounts (Facebook, YouTube) to boost client acquisition and business development.
- **Key achievements:** Led a team of 2 non-technical specialists in analyzing website data and Facebook Audience data to develop content plans, satellite websites, data-supported campaign, and develop monthly customer reports to CEO. Successfully acquired over 350 leads a year that resulted in a 30% growth in revenue.

### Campaign Data Analyst

Wyndham Destinations – Travel, Leisure, & Vacation ownership

Orlando, FL, United States

2018 – 2019

- Created and managed 10+ recurring and ad-hoc SQL campaigns on IBM UNICA application. Assured regular updates and modifications according to compliance rules and requirements of clients.
- Researched and designed visualization reports, which provided actionable insights for senior managers. Leveraged data analytics applications including Oracle SQL, IBM Cognos, and Tableau.
- **Key achievements:** Performed 10+ data ETL processes on a strict schedule to designated portals with high accuracy and confidentiality. Automated repetitive data loading and cleaning tasks, reducing processing time by 50%.

### Analytics & Targeting Analyst

Universal Studios Florida – Hospitality, Theme Park & Resorts

Orlando, FL, United States

2017

- Developed & delivered accurate and timely data reports to 2 senior managers and 10+ stakeholders on a regular basis, while responding precisely and effectively to ad-hoc requests, leveraging Microsoft SQL Server, Power BI, and Excel VBA.
- Managed website audience's trait and segmentation data on Adobe Audience Manager and Adobe Analytics. Performed regular QA screening on multiple company websites including main, merchandise, regional, and event websites.
- **Key achievements:** Created various IBM UNICA campaigns in response to omnichannel marketing efforts, assuring high accuracy and security. Automated repetitive data extraction & cleaning tasks, reducing processing time by 50%.

### Financial Modeling & Research Analyst

PCE Investment Bankers, Inc – Investment Banking, Valuation, & Advisory service

Winter Park, FL, United States

2017

- Constructed highly integrated M&A models. Executed quarterly market research reports.
- **Key achievements:** Analyzed and integrated 3 existing financial evaluation models to construct a comprehensive one, leveraging advanced Excel functions, VBA macros, and Microsoft Access. Researched and performed data ETL on M&A prospects using Excel & Salesforce, resulted in over 500 new leads.

## EDUCATION

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**Master of Business Administration**, Rollins College - Crummer Graduate School of Business

Winter Park, FL, United States

(Equivalent to a Canadian Master's degree as determined by World Education Services)

2018

GPA 3.91/ 4.0; Full-tuition merit-based Barlow Award for Excellence

**Bachelor of Arts, Economics**, Colorado State University

Fort Collins, CO, United States

GPA: 3.95/4.0; GMAT: 700 (89%)

2016

## CERTIFICATION

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- **Datacamp:** Data Analyst with SQL and Python/ Python for Data Science
- **Tableau:** Tableau Certified Desktop Specialist – Certificate #1005447
- **LinkedIn Learning:** Advanced SQL for Data Scientists