

Mike Nguyen

Trulaske College of Business, University of Missouri

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EDUCATION

Ph.D.	University of Missouri , Columbia, MO Concentration: Marketing	2019-2023 (Expected)
MBA	University of Delaware , Newark, DE Concentrations: Marketing Analytics, Corporate Finance	2018-2019
B.B.A	Florida International University , Miami, FL Majors: Marketing, International Business	2016-2018 (Honor)

RESEARCH INTEREST

Conceptual	Brand Equity
Substantive	User-Generated Content, Online Platform, Social Media

HONORS, AWARDS, AND GRANTS

- University of Missouri: E.Allen Slusher Graduate Scholarship for Graduate International Studies (2019)
- University of Missouri: Ph.D. Graduate Scholarship (2019-2023)
- University of Delaware: Graduate Scholarship (2018)
- FIU Excellence in Global Learning Medallion (2018).
- FIU Leadership Excellence Medallion (2018).
- FIU The Honors College Medallion + The Honors College Certification (2018).

- FIU Outstanding Service as a Resident Assistant (2018).
- Hult Challenge FIU: 3rd place.
- FIU Barry-Rodger Hersker Marketing Scholarship
- FIU Dean List GPA 3.5 or higher – all eligible semesters
- Presented at the FIU 19th Annual Dean's List Gala (2017)
- FIU Ambassador Merit Scholarship (2016-2018)
- Grand Canyon University: Direct President Scholarship (2015)

SKILLS

- Mathematical Programming: R, SAS, STATA, SPSS
- Computer Programming: Python
- Film: Final Cut Pro 10

WORK EXPERIENCE

University of Delaware

January 2019 – May 2019

Teaching Assistant

- Facilitated professor Bintong Chen in a graduate class -“Optimization and Spreadsheet Modeling.”
- Graded class assignments and managed all class materials on Canvas.
- Provided office hours to answer students’ questions and inquiries.

University of Delaware

August 2018 – December 2019

Research Assistant

- Facilitated tasks required by the principal investigator.
- Collected detailed quality ratings for automobiles sold in the United States from the Consumer Reports magazine – each issue contained about 250 automobiles with 16 dimensions per car ranging 5 previous years.
- Input, cleaned, and analyzed data for professor Hemant Kher’s research.

Revolution 93.5 Radio Station

August 2017 – June 2018

Street Team Promoter

- Represented and promoted the radio station at 15+ Electronic Dance Music events.
- Maintained customer relationships through public events and social media.
- Developed new partnerships of the radio with various vendors, and sponsors for the radio station.

Grand Canyon University

January 2016- April 2016

Dual Enrollment Junior Advisor

- Managed student accounts of high school students taking college-level classes.
- Facilitated transactions between students or parents and Grand Canyon University.
- Created and executing marketing plans to attract students in Phoenix, Arizona to enroll in the Dual Enrollment Program by analyzing data from 250 competitor programs in Arizona.

Grand Canyon University

November 2015- January 2016

Student Advisor Assistant

- Managed communication between students, parents, and academic advisors.
- Performed troubleshooting search for students through the university portal.
- Created and delivered welcome packages for incoming students.

PROFESSIONAL AFFILIATIONS

Organizations	Member Since
• American Marketing Association (AMA)	2018
• National Society of Collegiate Scholars (NSCS)	2017
• Young Southeast Asian Leaders Initiative (YSEALI)	2015

HOBBIES/ PERSONAL

- Filming: Vlogging