**Ngoc N. B. Tran**

36707 San Pedro Dr., Apt. #216

Fremont, CA 94536

*Phone: (925) 202 6855*

*E-mail:* [*cecil.tran@yahoo.com*](mailto:cecil.tran@yahoo.com)

**Personal Strengths**

Focus, attention to details and good analyzing skill

Responsible, flexible, and adaptive in fast paced environment

Creative and eager to learn new things

Strong team player as well as independent executor

Optimistic and forward-thinking individual

**Work Experience**

**Cityblis – Sunnyvale, CA**

Marketing Coordinator (04/2013 – current)

* Plan and execute company Press Release marketing campaign.
* Follow up on email blast marketing campaign.
* Assist in maintaining company’s social media channel: Facebook, Twitter, LinkedIn, Pinterest.
* Execute many marketing researches, make reports and recommendations on social media plan and marketing programs.

**California Casualty – San Mateo, CA**

Business Analyst (12/2012 – 03/2013)

* Participated in the business requirement gathering process
* Conducted enterprise analysis and reviewed feasibility report consisting of economical, organizational and technical analysis
* Conducted GAP analysis and Return on Investment (ROI) analysis
* Identified documented business and technical requirements from both formal and informal sessions and validated the needs of the business stakeholders
* Practiced developing Use Cases, Activity Diagrams, using UML and Visio, data flow and data modeling.

**Shortform** [10 weeks – April 2011]

Internship – Entertainment Marketing Internship

* Promote Shortform channels using social media to gain views.
* Specialize channels to attract desired and promising viewers to increase pay per view.
* Promote and advertise channels through various social media tools and networks such as Pinterest, Stumbleupon, Reddit, Digg, Facebook, Twitter, Youtube…
* **Achievement**: Placed at #12 and #15 for 2 weeks respectively, among more than 10,000 video channels

Professional reference for this job:

* Dong Liu [**dong.liu@shortform.com**](mailto:dong.liu@shortform.com?subject=Application%20for%20'Entertainment%20Marketing%20Internship'%20on%20internships.com) or [www.linkedin.com/in/dongliustanford](http://shortform.us2.list-manage1.com/track/click?u=9de18489dba6d6c552d467e26&id=40bf143146&e=3642360c48)

**Sunrise LLC** [1/2010 – 1/2011]

Marketing Analyst

* Worked with Product Manager to identify new market opportunity and complete concept-testing for new product.
* Conducted market research to analyze competitors; evaluate market penetration; determine brand perceptions; understand customers needs.
* Performed competitive analysis to maintain our competitive advantages.
* Provided ROI analysis of all marketing campaign and sales activities; conducted analysis on various media channels to determine the one most fit to the campaign.
* Managed market segmentation, targeting, and positioning exercises
* Performed annual customer satisfaction survey and compile report.
* Integrated market research data with company’s CRM system.
* **Achievement:** Boost up sale by 30% for the second quarter.

**TTEK LLC.** [09/2009 – 12/2009] (start-up in semiconductor machinery)

Administrative Assistant

* Office administration functions: order supplies, take phone calls, arrange meetings for executives
* Accounting and finance functions: Quoting, billing and contacting customers for collection, account receivable, account payable, journal entries and general ledger administration
* Resolved administrative problems by coordinating preparation of reports, analyzing data, and identifying solution
* Maintained suppliers inventory by checking stock to determine inventory level; placing and expediting orders for suppliers; verifying receipt of supplies
* Completed operational requirement by scheduling and assigning administrative projects
* Other administration and business assignments as required

**Citibank – Ho Chi Minh City, Vietnam branch** [09/2008 – 12/2008]

Internship – Treasury and Investment department

* Performed research on Vietnam import and export companies; surveyed to know their demand in capital in order to seek new potential customers.
* Gathered financial information to do analysis on the credit line of customers (mainly businesses)
* Wrote up reports on the findings from research to upper management.
* Made phone calls to existing customers to collect feedback and understand early potential problems. Reported findings to management to improve customer satisfaction and operational efficiency.
* Made phone calls, visit potential customers and existing customers to introduce new financial products.
* **Achievement**: Brought back potential customers and gained new customers for Treasury department

**Library assistant, CSU East Bay University Library** [05/2008 – 09/2008]

* Collected, organized books.
* Assisted students to locate relevant resources.
* Book counting, administrative duties and various other tasks as assigned.

**Cashier, Huong Lan sandwiches** [01/2007 – 06/2007]

**Education**

* California State University - East Bay, Hayward, CA

B.S., Business Administration, option in Finance and Corporate Management (June 2009)

* California State University - East Bay, Hayward, CA

M.B.A, Master of Business Administration (December 2012)

**Other skills**

* Languages: Fluent in Vietnamese and English, intermediate Mandarin Chinese
* Type 50 words per minute
* Software: Proficiency in Microsoft desktop products (Word, Excel, Power Point, Visio), self-study other popular software applications such as Adobe Photoshop and a good Internet user. Experience in making subtitle using Aegisub and VirtualDub, familiar with various video converter software such as Allok, Format Factory, Windows Movie Maker.
* Family background in consumer goods manufacturing (cosmetics and household products)

**Honor**

* Dean’s List at California State University – East Bay for two quarters: Fall Quarter 2007 and Winter Quarter 2009

**Activities**

* Participated and performed in fundraising event of Vietnamese Student Association to help collect donation for poor children in Vietnam (CSU East Bay, 2007)
* Assisted the auction session of 10th year anniversary of PALS (Pacific Links Foundation), a fundraising event to raise awareness and donation to the Anti Human Trafficking in Vietnam (Palo Alto, 2011)