

MINH NGUYEN

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EDUCATION

University of South Florida, Muma College of Business

Tampa, FL

B.S. in Artificial Intelligence & Business Analytics, Minor: Marketing & Health Informatics | GPA: 3.75

Expected May 2027

- **Relevant Coursework:** AI & Analytics, Python for Business, Database Design & Administration, Data Mining & Predictive Analytics, Excel & Data Modeling, Applied Data Science, Big Data, Digital Marketing, Professional Selling, Buyer Behavior
- **Honors & Memberships:** Dean's List – Fall 2025, Mentee – American Marketing Association & Corporate Mentor Program

PROFESSIONAL EXPERIENCE

Eastspring Investments | Data & Automation Intern | Ho Chi Minh, Vietnam

Jun 2026 – Aug 2026

- Automated Bloomberg Terminal BDH data refreshes across 27 Excel worksheets (14 countries, tickers for each) using Python (win32com), consolidating 250+ requests into array-based queries to cut volume by over 90% and generate static paste-value exports
- Built a Python (Playwright) scraping pipeline to extract 2,419 HNX government bond auction records (2016-2026, 23 fields, 790 bond codes) into a structured Excel database, reconciling missing winning-rate values across 600+ rows and scheduling automated updates
- Collected, cleaned, and structured ad-hoc financial datasets (e.g., FDI, market data) into Excel reports and visualizations, adapting turnaround to urgent stakeholder requests from the investment team

USF Behavioral AI Lab | Undergraduate Research Assistant | Tampa, FL

Dec 2025 – Present

- Redesigned an experimental study on GenAI and cognitive offloading into a 3-group randomized design (No AI, AI Answer, AI Guided) with a 7-day memory test, separating AI-assisted productivity from independent performance
- Built the measurement and analysis plan for 5 hypotheses, running a power analysis ($d = 0.4$, 80% power) to size a ~390-participant Prolific sample and planning mediation and moderated mediation models
- Audited 21 literature sources, correcting 3 citation and data errors and adding 6 studies on causal evidence to strengthen the research framework & and earned CITI certifications in Social/Behavioral Research & HIPAA for Research

NeuralSeek | AI Agent Development Intern | Remote, USA

Jul 2025 – Sep 2025

- Facilitated 4+ user interviews and ethics discussions to shape data governance and responsible AI policy guidelines
- Structured 7 AI research reports into a centralized dataset to support data-driven decision-making and analysis workflows
- Benchmarked 5 leading AI platforms to identify market differentiators and guide GTM positioning strategies

LEADERSHIP & VOLUNTEER

OnlyWorks | Marketing Specialist Intern | Remote, USA

Jan 2026 – Aug 2026

- Designed and launched a multi-post LinkedIn content series, turning job-seeker interviews into engaging brand narratives
- Built a structured A/B testing methodology across 6 LinkedIn tests using win-rate thresholds, analyzing CTR and engagement metrics, lifting peak CTR to 1.83% to identify stronger campaign messaging
- Conducted scroll-stop analysis of 10 top-performing LinkedIn posts to codify 4 reusable, high-engagement content templates

USF American Marketing Association | Director of Professional Development | Tampa, FL

Jul 2025 – May 2026

- Secured 24+ corporate partners for AMA events, strengthening brand engagement for 45+ student members
- Managed professional development calendars and event operations, improving coordination efficiency by 30%
- Spearheaded a 6-student mentorship and 3 shadowing programs to track engagement and career outcomes

ELSEHERE LLC | Operations Coordinator | Remote, USA

Mar 2026 – May 2026

- Conducted market research across 30+ artist opportunities and residency listings, informing weekly outreach & program strategy
- Managed weekly social media and email operations for 25+ artists/projects, streamlining scheduling, outreach, & follow-ups
- Developed 3 revenue-generating business models for artist services & publishing, strengthening monetization & conversion

PROJECTS & CERTIFICATIONS

- **European Telecom Churn Analysis (Python, Tableau, Excel):** Analyzed 7,043 customer records (23 fields) using K-means clustering to segment customers into 4 churn-risk groups, building a parameterized what-if model that projected a 5–10% discount could lower predicted churn in high-risk segments
- Earned certifications in **Google Analytics**, **HubSpot Digital Marketing**, and the **Google/Kaggle AI Agents Course**

SKILLS & COMPETENCIES

- **Tools:** Python, SQL, Tableau, Excel, RStudio, Google Workspace, LucidChart, Microsoft 365, Bloomberg, Claude AI, ChatGPT, NotebookLM, Google AI Studio, Mintel, Adobe Express, Canva, Slack, Figma
- **Analytics:** Data Analysis, Machine Learning, Process Automation, Data Visualization, Technology Strategy, Advanced Analytics
- **Business:** Market Research, Strategy, Stakeholder Management, Process Improvement, Cross-Functional Collaboration