

STEPHEN NGO

Located in Boston, MA
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PROFESSIONAL EXPERIENCE

BevSpot

Senior Marketing Data Analyst

Boston, MA
January 2016 – Present

- Increased inbound leads 20% QoQ with paid media campaigns on Search, Social, Display, and Print
- Helped increase site traffic 16% QoQ by providing web analytics for Design and Content stakeholders
- Build and implement lead scoring models to maximize productivity of Marketing and Sales resources
- Set up data feeds and dashboards for Marketing, Sales, and Customer Success managers.
- Collaborate with Operations and Engineering to design CRM and database schemas and tracking pixels
- Prototype new reports using in-product data to test with users for productization
- Create and publish data visualizations and commentary to communicate hospitality industry insights
- Manage projects with third-party market research survey firms on commercialization of new products

Credit Suisse

HOLT Model Development Group Co-op

Chicago, IL
July – December 2014

- Constructed model specifications, tested, and developed code for HOLT's equity valuation platform
- Conducted quantitative research on corporate life cycles and market-derived costs of capital
- Built models for use in data quality control, software development testing, and investment reporting
- Tested statistical significance of historical performance metrics in predicting investment performance

Wayfair.com

Pricing Analyst Co-op

Boston, MA
July – December 2013

- Coded, executed, and debugged algorithms that price every product in a major international business-to-consumer (B2C) e-commerce company's expanding 7 million item catalog
- Dissected effects of competitor reaction, brand perception, and user interface on pricing effectiveness
- Built and tested scalable price strategies, driving 55% YOY revenue growth while sustaining margins
- Developed completely new metrics to improve reporting on ongoing issues for executive-level reporting
- Coordinated supplier and brand-specific pricing policy with Category Managers in the U.S. and Europe

EDUCATION

Northeastern University

Bachelor of Science in Economics

Boston, MA
September 2012 – August 2016

GPA: 3.9

Relevant Coursework: Senior Capstone, Applied Econometrics, Macroeconomic Theory, Microeconomic Theory, Financial Economics, Managerial Economics, Behavioral Economics, International Economics, Industrial Organization and Public Policy, Statistics, Multivariable Calculus for Science and Engineering, Differential Equations, Computer Science and its Applications

London School of Economics

Coursework: Competitive Strategy and Game Theory, Development Economics

London, England
July – August 2015

SKILLS

Software: Advanced SQL, MS Excel, PowerPoint, Access; Proficient with R, VBA, STATA, Salesforce, HubSpot, Google Analytics, Google Adwords, Facebook Ads; Some exposure to Python

Domain Expertise: Regression Analysis, Data Visualization, Market Research, Sales Operations, Search Engine Marketing (SEM), Social Media, Content Marketing, Email Marketing, Paid Media

Foreign Languages: Intermediate Spanish