

HUNG LUONG

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RESEARCH PROFILE

Prospective doctoral researcher with an MBA in Marketing and Business Analytics and more than seven years of experience in digital marketing, e-commerce, performance advertising, and analytics. Interested in rigorous, managerially relevant research on AI-driven marketing decisions, advertising allocation, website content, cross-media effects, and online conversion.

RESEARCH INTERESTS

Marketing analytics; artificial intelligence in marketing; digital advertising; advertising budget allocation; multimodal marketing data; e-commerce conversion; cross-media synergy and antagonism; customer journey analytics; digital experimentation; website content and conversion optimization.

EDUCATION

Syracuse University, Martin J. Whitman School of Management <i>Master of Business Administration, Marketing and Business Analytics</i> - Relevant study areas included marketing analytics, business analytics, digital marketing analytics, data science using R, and financial analytics. - Served as a Whitman School of Management Ambassador.	Syracuse, NY, USA Aug 2019 - May 2021
Hong Bang International University <i>Bachelor of Business Administration</i>	Ho Chi Minh City, Vietnam 2012 - 2015

RESEARCH PREPARATION

Independent Research Preparation <i>AI-Driven Advertising, Website Content, and Online Conversion</i> - Reviewing research on advertising budget decisions, cross-media interactions, and multimodal AI conversion prediction, with particular attention to Professor Ceren Kolsarici's work. - Developing a focused research interest around how firms combine AI-generated recommendations with managerial judgment in advertising and conversion decisions. - Planning a replication-and-extension project using public marketing data while refreshing regression, causal inference, R, and Python.	Ho Chi Minh City, Vietnam 2026 - Present
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SELECTED PROFESSIONAL EXPERIENCE

Rodd & Gunn <i>E-commerce Specialist</i> - Managed onsite e-commerce merchandising, product categorization, placement, and content updates to improve product visibility and customer experience. - Edited HTML content assets in Visual Studio for Salesforce Commerce Cloud, supporting campaign pages, promotional banners, landing pages, and SEO content. - Monitored e-commerce and SEO performance using Google Analytics and SEO tools, translating findings into recommendations for traffic, visibility, and conversion. - Coordinated with e-commerce, inventory, product, technical operations, and external SEO teams to deliver merchandising and website initiatives.	Ho Chi Minh City, Vietnam Jul 2025 - Jun 2026
ManpowerGroup Vietnam <i>Senior Digital Marketing Executive</i> - Developed integrated campaigns across Google Ads, SEO/SEM, social media, and email to support lead generation and brand objectives. - Managed advertising budgets and used A/B tests of creative, copy, and landing pages to improve campaign performance and return on ad spend. - Built data monitoring and reporting processes using Google Analytics, Facebook Insights, and Power BI to support campaign and budget decisions. - Led regular performance reviews with local and regional stakeholders and translated campaign data into actionable recommendations. - Implemented on-page SEO and content optimization that placed priority services among top search results and increased organic traffic.	Ho Chi Minh City, Vietnam Dec 2021 - Oct 2024
SCJ TV Home Shopping <i>Digital Marketing Executive</i> - Executed integrated digital campaigns across SEO/SEM, email, and social media, contributing to approximately 10% growth in e-commerce revenue. - Managed a USD 10,000 campaign for the SCJ Mall mobile application, generating approximately 30,000 installations. - Analyzed paid and organic campaign performance and prepared weekly and monthly reports for cross-functional stakeholders.	Ho Chi Minh City, Vietnam Feb 2017 - Jun 2019

- Planned and delivered customer acquisition, loyalty, SMS, and seasonal marketing campaigns.
- Developed a partner loyalty program covering nearly 180 partners and supported an event attracting more than 500 attendees.

QUANTITATIVE AND TECHNICAL SKILLS

Research methods	Regression analysis (refresher level); A/B testing; digital experimentation; conversion-funnel analysis; literature review; causal inference (developing).
Programming and BI	R and Python (developing/intermediate coursework level); SQL (intermediate); Excel (advanced); Tableau; Power BI.
Analytics platforms	Google Analytics/GA4; Google Search Console; Facebook Insights; campaign and web analytics.
Marketing platforms	Google Ads; Meta/Facebook Ads; LinkedIn; HubSpot; Mailchimp; Semrush; Moz; Salesforce Marketing Cloud.
E-commerce and web	Salesforce Commerce Cloud; Visual Studio Code; HTML5; onsite merchandising; SEO content management.
AI tools	ChatGPT; Claude; Gemini; prompt engineering for research support and marketing workflows.

CERTIFICATIONS

Google Search Ads; Google AI-Powered Performance Ads; Google Analytics; Google Data Analytics; Data Analysis with Python; Tableau Desktop; SQL (DataCamp); Digital Marketing (HubSpot Academy); Marketing with Canva.

LANGUAGES

Vietnamese: Native | English: Professional proficiency; IELTS Academic 7.5 (2019, historical score).