

AMANDA Q. NGUYEN

Amanda.Q.Nguyenn@gmail.com | (303)-912-8936
www.amandaqnguyen.com | in/amandaqnguyen

PROFESSIONAL EXPERIENCE

Freelance Content Creator/Social Media Manager | Malawi, Zanzibar, and Kyrgyzstan

September 2024 - Current

- Ideated and designed branding identity for Duet Hostel (Kyrgyzstan) including logos, posters, flyers, and all marketing materials displayed at WTE Miami, an international tourism summit with ~3000 travel professionals with ~300 exhibitors
- Revamped Kutchire Lodge's (Malawi) social media strategy on Facebook and Instagram, driving a 4,157% increase in accounts reached within one week, followed by an added 3,011% increase over the month
- Produced high-impact TikTok and Instagram content for One Love Tours and Kite School (Zanzibar) directly attracting 20 new global customers within two months, resulting in approximately \$3,000 in revenue
- Consulted Mafia Island Adventures on refining their social media strategy, providing guidance on engagement metrics analysis and actionable insights to boost brand visibility and audience awareness

Strategic Account Manager, Commodities | Bloomberg L.P. | San Francisco, CA

February 2021 - June 2023

- Served as a project manager for large-scale strategic enterprise engagements, coordinating the goals and priorities of multiple ancillary groups for new feature launches while simultaneously managing client expectations
- Supported 96 core business sales, resulting in ~\$3 million in contracted Annual Recurring Revenue (ARR), through the execution of technical demos, meticulous coordination of key stakeholders, and ownership of the lead-to-close process, ranking 32% higher than the peer average
- Cultivated and strengthened relationships with over 800 domestic and international financial clients across 192 firms by prioritizing tailored support, showcasing essential workflows, and driving adoption of flagship solutions around new energy finance, sustainability, and ESG

Notable Projects

- Designed and implemented department wide onboarding and relocation guide used in new hire onboarding streamlining role expectations, targets, and metrics increasing department on-boarding efficiency
- Co-authored, "Hunt New-Economy Stocks Favored By Rising Demographic Cohorts" for Bloomberg Market Magazine, published in June 2021 and reaching an audience of over 500,000 readers

Pan Asian ERG Lead | Bloomberg L.P. | San Francisco, CA

January 2020 - June 2023

- Led the San Francisco chapter, driving an 80% increase in club membership in 1 year through the strategic organization of internal and external events focused on cultural enrichment, career development, and networking, while managing a budget of \$15,000
- Spearheaded 3 Anti Asian American Pacific Islander (AAPI) Hate events and 6 supplementary initiatives to provide essential support to internal, external AAPI employees, and allies, securing a \$13,000 increase in chapter budget
- Moderated 10 diverse events in collaboration with senior leadership, executive sponsors, and external speakers, engaging audiences ranging from 30 to 300 individuals across global offices
- Earned recognition from C-suite executives as the youngest ERG lead across all U.S. offices, driving key initiatives

Senior Product Analyst | Bloomberg L.P. | San Francisco, CA

July 2019 - January 2021

- Developed sophisticated valuation models utilizing BQL and served as a senior specialist for accurate interpretation and application of results for investment decisions for major clients on the West Coast ensuring customer workflow success
- Demonstrated extensive product and market expertise to educate clients, addressing approximately 5,000 inquiries on topics such as programmatic assistance of BQL, factor back testing, and technical analysis
- Acted as a liaison between clients, engineering, and sales to resolve 50 key bugs—gathering documentation, aligning priorities, and establishing timelines that directly influenced product roadmaps
- Conducted 200+ technical demonstrations to over 1,750 quantitative analysts, traders, and portfolio managers, explaining the intricacies of equity offerings and sensitivities to market fluctuations to drive adoption of new tools and product features

PROJECTS

PIs Fix, Thx. Podcast

March 2021 - June 2021

- Produced and edited podcast episodes on "making finance relatable," garnering over 2,000 downloads across 16 countries
- Created content calendar for consistent Instagram and TikTok content, using cultural trends and viral formats while using social media analytics to refine strategies, boost engagement, and optimize key performance metrics.

TECHNICAL SKILLS

Proficient in: Bloomberg Terminal, Bloomberg Query Language (BQL), Bloomberg Excel API, Python, SQL, VBA (Excel), CapCut, Canva
Growing Proficiencies in: Agile, Tableau, and SAP EC 6.0: MM, SD, FI, CO, PP, WM, QM, PS, Premier Pro, Figma, Asana, Sprinklr, Google Analytics

EDUCATION

University of Colorado, Boulder - Leeds School of Business

Degree: Bachelor of Science in Business Administration | **Emphasis:** Information Management & Analytics

University of Colorado's Dean's List | Scholar Athlete Award