

ZADIE NGUYEN

208-809-9646 | znguyen@sandiego.edu

[Portfolio](#) | [LinkedIn](#)

Education

The University of San Diego, San Diego, CA, USA 05/2026

Knauss School of Business, Bachelor of Business Administration in Marketing and Business Analytics

First Academic Honors/Dean's List 2023-2026 | Alumni Endowment Scholarship, M&T Foundation Rising Star Scholarship

GPA: 3.6 | Coursework: Marketing Research, Marketing Analytics, Machine Learning, Business Analytics Strategy

Università Bocconi Milan, Italy

Fall Semester Exchange Student, CLEACC Emphasis in Marketing and Analytics

12/2024

Relevant Coursework: Marketing in Creative Industries, E-Marketing & E-Commerce, Marketing Communication

Experience

BetterHelp, Remote - *Market & Consumer Research Insights Analyst Intern* 06/2026 - Present

- Support Growth, Performance, Brand, and International marketing teams as an embedded consumer insights analyst at BetterHelp (the largest online-therapy platform, 4M+ members), turning consumer sentiment, behavioral and subscription data, and competitive intelligence into research the teams use to make decisions.
- Build consumer segmentation and micro-moment frameworks from real consumer language, mapping high-intent moments to creative angles and persona-level performance data, and packaging them as reusable research methodologies for the creative team.
- Conduct social listening and brand-health analysis in Talkwalker, Looker, and Motion to track sentiment, brand perception, and competitive positioning, surfacing trends that shape messaging and creative strategy.
- Design a market-and-consumer research initiative for the company's national insurance launch, layering coverage status, insurance literacy, and decision-friction onto market-opportunity data to prioritize markets and inform go-to-market messaging in 51 markets across various barriers and increasing overall conversion 13% QoQ.
- Translate qualitative and quantitative findings into clear, actionable recommendations adopted by paid social, brand, and creative partners, bridging data and storytelling.

USD Career Development Center, San Diego, CA - *Senior Marketing Intern* 08/2023 - 05/2026

- Grew @USDCareers over three years across Instagram, TikTok, Pinterest, and Handshake with paid and organic content: +466% accounts reached, +406% profile visits, 2x engagement.
- Led the organic social strategy for the 2025 Fall Career & Internship Fair, driving the highest undergraduate attendance in CDev history (950+ attendees, +43%).
- Built competitor and engagement benchmark analyses in Meta Business Suite, Notion, Salesforce, Tableau, and Excel to track KPIs and guide content strategy and cross-departmental decisions.
- Produced 200+ campaign-ready assets in Canva, Adobe, and Figma with objective-driven copy, including producing an award-winning magazine for USD; top post reached 6,351 accounts at 82% non-followers (109 shares, 81 saves).

Orchid Nails & Spa, Coeur D'Alene, ID - *Marketing Manager* 02/2019 - Present

- Built and ran all detailed marketing campaigns for a new, small business for +8.4k potential clients in the CDA area.
- Utilize Meta Business Suite and Google Analytics to boost a +1200% impression rate on Facebook and Google

Power Digital Marketing, San Diego, CA - *Lifecycle Marketing Intern* 05/2024 - 08/2024

- Supported cross-channel campaign strategy by aligning lifecycle and paid social initiatives across email, SMS, and paid media, ensuring customer journey touchpoints for companies i.e. O'Neill, Melissa & Doug, Plant People, & Willow.
- Designed and optimized A/B tests (subject lines, ad copy, segmentation) to measure KPI impact across funnel stages, driving a +21.1% CTR lift for a major fashion client's quarterly campaigns.
- Delivered weekly client performance reports, interpreting campaign analytics, and highlighting growing trends to inform strategic decisions, creating data visualizations to demonstrate MoM growth in merchandising performance.

Leadership & Community Involvement

American Marketing Association, San Diego, CA - *Director of Outreach* 05/2025 - 05/2026

- Coordinating partnerships with student organizations and local professionals, securing speakers and panelists for career development events. Outreached and hosted 40 speakers across nine events; organized and moderated a live sports marketing panel featuring SDFC, Wave FC, San Diego Gulls, and NFL representatives.
- Tracking outreach performance and engagement metrics to refine communication strategy and improve member participation.

Skills

Technical /Computer Skills: Asana, Klaviyo, Slack, Figma, SPSS, Qualtrics, Google Suites, Microsoft 365, Canva, Notion, Tableau, Meta Business Suite, JASP, Salesforce, Excel, Google Analytics, Looker, Motion, Similarweb, Talkwalker

Coding, AI & LLM Tools: Claude (Anthropic), ChatGPT, Writer AI, R, SQL, HTML, CSS, Python, Google Colab, AirOps

Languages: English (Fluent), Vietnamese (Fluent), Spanish (Intermediate), Italian (Basic)

Interests: Mental Health Advocacy, Vintage Fashion, Niche Spotify Playlists, Traveling the World, Painting, DJ Sets