

VICTORIA NGUYEN

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EDUCATION

Virginia Commonwealth University Snead School of Business, Richmond, VA

August 2022-May 2026

Bachelor of Science in Marketing and Data Analytics, Minor in Sales

GPA:3.5

Activities: Alpha Kappa Psi, Student Managed Investment Portfolio (SMIP), VCU Professional Selling Team

EXPERIENCE

Extern

Remote

Partnerships Intern

Sept 2025-Current

- Execute B2B sales and business development through full sales cycle management from prospecting to close, independently securing strategic partnerships with L'Oréal, Amazon, and Pfizer projected to impact 1,500+ students globally.
- Manage a portfolio of 200+ customer/brand accounts and proactively communicate with a high volume of clients via LinkedIn and email to drive account growth and achieve quarterly business goals.
- Explore AI agent workflows to improve outbound efficiency, including automated research, lead qualification, and outreach systems to scale the sales development process.

VCU Office of Innovation & Strategic Design

Richmond, VA

Innovation & Strategic Design Fellow

Sept 2025-Current

- Selected as inaugural Innovation & Strategic Design Fellow representing VCU's Da Vinci Center, establishing a foundational framework for a new fellowship program focused on bridging academic innovation with industry partnerships.
- Serve as business development representative promoting innovation programs through digital marketing campaigns and customer outreach for partnerships with Fortune 500 companies including L'Oréal, KeHE, and Wells Fargo.
- Coordinate Design Jams and lead recruitment for interdisciplinary innovation projects connecting students with VCU leadership, Virginia Department of Accounts, Martinhal, United Lisbon International School and the Governor's Office of Transformation.

L'Oréal

New York City

Omnichannel Education & Sales Intern

June 2025-August 2025

- Directed comprehensive competitive intelligence research across 20+ beauty industry competitors, analyzing product offerings, pricing strategies, and market positioning to inform C-suite education strategy decisions that shaped national rollout priorities.
- Delivered outstanding customer experience through account management and vendor relationship management, processing 600+ transactions through Salesforce CRM while maintaining 100% accuracy and customer satisfaction.
- Developed business DEI case study measuring 86% increase in customer engagement and recommending strategic expansion to underserved market segments locally in New York City.

AT&T

Dallas, TX

Senior Associate Marketing Intern

May 2024-August 2024

- Leveraged KPI analysis, risk assessments, and financial projections to develop campaign recommendations; pioneered a targeted outreach strategy for small businesses using POS systems, proposing a custom package to capture an underserved segment.
- Designed and produced monthly newsletter for AT&T Mid Markets division, highlighting company updates, upcoming events, and corporate social responsibility initiatives to engage internal teams and drive awareness.

LEADERSHIP

Alpha Kappa Psi Fraternity

Richmond, VA

Executive President

May 2025-Current

- Lead a 68 member professional business fraternity chapter, direct an executive board of 7 members, overseeing operations, recruitment, alumni relations, and strategic planning.
- Manage a \$10,000 annual budget, allocating funds across professional development, philanthropic events, and improving recruitment 40%.

Student Managed Investment Portfolio (SMIP)

Richmond, VA

Investment Analyst

March 2024- Current

- Perform business analysis and research on Consumer Staples companies using Bloomberg & IBISWorld to inform investment decisions for a \$415K portfolio.
- Collaborate with 40 analysts to evaluate market conditions and pitch new buy/sell positions weekly.

CERTIFICATIONS & RELEVANT SKILLS

- **Google Ads Search Certification | Google Skillshop | January 2026**
- **Technical Skills:** Salesforce CRM, Bloomberg Terminal, Fieldglass, Adobe Creative Suite
- **Digital Marketing & Advertising:** Online advertising, digital marketing strategy, campaign performance analysis, competitive analysis, omnichannel strategy, social media marketing
- **Customer Success:** Customer service, client management, trusted advisor relationships, customer-facing communication, relationship building