

Quoc Luu

Technologist with an Entrepreneurial Spirit

@luu.quoc@gmail.com

quoclou.com

Charlotte, NC

704-737-1625



Experience

Director, Data & Analytics

Razorfish

November 2014 - Ongoing

Charlotte, NC

- Manage a team of analysts to consult clients on marketing budget allocation ranging from tens of thousands to 68M through data driven insights
- Build multichannel attribution processes consisting of millions of rows of data, utilizing API's, ETL's, SAS, and SQL
- Serve as PM, Strategist, and Analyst on a number of clients in various industries including MVPD, Technology, Finance, Telecommunications, Automotive, CPG, and Home Services
- Established company's email infrastructure practice

Solutions Architect, Office of the CTO

Hyland, Creator of Onbase

August 2013 - November 2014

Charlotte, NC

- Helped to position Workview as one of the most critical products in the inventory of offerings
- Served as one of the SME's on Higher Education solutions

APAC Account Manager

Hyland, Creator of Onbase

November 2010 - August 2013

Charlotte, NC

- Established company's beach head accounts in Indonesia, Malaysia, Thailand, and Guam
- Strengthen regional partnerships and recruited strategic alliances

Solutions Architect

Hyland, Creator of Onbase

September 2010 - November 2011

Charlotte, NC

- Maintained client relationships and continuing projects during acquisition of Hershey Systems
- Defined scope and requirements to transition solutions from Singularity to Onbase

Project Manager

Hershey Systems

March 2009 - October 2010

Matthews, NC

- Helped executives automate and deploy implementation process for a new business segment
- Trained clients on system functionalities and served as the primary POC for client escalations

Philosophy

"There's always a business opportunity, it's a matter of timing, resource, and diligence sprinkled with a bit of luck."

Strengths

Solution Oriented

Strategic

Technical

Business Minded

Communication

Culturally Aware

Self Starter

Organized

Skills

SAS

SQL

SSIS

Snowflake

Tableau

Google Analytics

Looker Studio

SEO

SEM

Social Listening

Automation

Marketing Platforms

Languages

English



Cantonese



Vietnamese



Spanish



Education

B.S in Computer Science

University of North Carolina at Charlotte

January 2003 - June 2006

Appalachian State University

August 2001 - December 2002