

CYNTHIA HOANG

Product Marketing Strategist & UX Researcher

Product marketing strategist and UX researcher with experience translating customer behavior, UX research, ecommerce performance, and digital marketing data into positioning, content, personalization, and customer experience recommendations. Background spans consumer insights, product messaging, ecommerce strategy, usability testing, surveys, audience analysis, and cross-functional stakeholder support. Experienced using Shopify analytics, customer feedback, and iterative testing to improve conversion strategy and digital experience. Skilled at connecting research insights to business goals, campaign strategy, and actionable recommendations.

SKILLS

Product Marketing & Strategy: Product Marketing Strategy, Positioning & Messaging, Go-to-Market Support, Content Strategy, Brand Strategy, Customer Experience Strategy, Ecommerce Strategy, Personalization Strategy

Research & Insights: UX Research, Consumer Insights, Customer Behavior Analysis, Survey Design, Usability Testing, Market Research, Competitive Analysis, Research Synthesis

Analytics & Tools: Marketing Analytics, Ecommerce Performance, A/B Testing, Conversion Optimization, Reporting & Dashboards, Shopify Analytics, Figma, UserTesting, Miro, Jira, Confluence

PROFESSIONAL EXPERIENCE

BRAND STRATEGIST & MARKETING MANAGER

Jul 2024 – Present

Side Quest Atlanta

Atlanta, GA

- ◆ Developed brand and product positioning for a Viet/Lao pop-up, translating audience insights, event feedback, and engagement data into content, promotional, and partnership strategy.
- ◆ Analyzed social, campaign, and customer engagement metrics to identify trends, refine messaging, and guide marketing strategy.
- ◆ Created performance reports and insight summaries to support content planning, partnership decisions, and event strategy.
- ◆ Coordinated cross-functional initiatives spanning partnerships, events, content, and operations to execute integrated brand experiences.

Key Impact:

- ◆ Increased followers 13.7% in three months; influencer marketing drove reservations and 1,500+ followers overnight.
- ◆ Secured press coverage in Atlanta Magazine and AJC Dining, expanding brand visibility and market reach.

ECOMMERCE OPERATIONS SPECIALIST

Dec 2022 – Dec 2025

L'NOIR

Remote

- ◆ Managed a direct-to-consumer ecommerce brand, overseeing product positioning, Shopify merchandising, digital marketing, content, and customer experience.
- ◆ Used Shopify analytics, customer behavior, and performance data to inform messaging, promotional campaigns, merchandising, and conversion strategy.
- ◆ Created and optimized product listings, website content, and customer journeys to improve discovery, product clarity, and checkout flow.
- ◆ Managed social content, community engagement, order fulfillment, inventory coordination, and vendor communications.

Key Impact:

- ◆ Improved ecommerce conversion rate from 2.16% to 4.27% through iterative testing, content updates, and user experience refinements.

CONSUMER INSIGHTS & UX RESEARCHER

Mar 2022 – Dec 2022

VF Corporation

Remote

- ◆ Supported The North Face, Vans, and Timberland product, marketing, and digital experience teams through UX research and translated customer insights into structured ecommerce recommendations.
- ◆ Conducted and supported 8+ research projects with approximately 10 participants per project using usability testing, surveys, and behavioral analysis to uncover customer needs and friction points.
- ◆ Synthesized consumer feedback, usability findings, and digital behavior patterns into actionable insights for content hierarchy, personalization, and digital strategy.
- ◆ Built stakeholder-ready presentations connecting research findings to user needs, business goals, and product/content recommendations.
- ◆ Partnered with cross-functional teams to prioritize initiatives based on research insights, analytics, and customer impact.

MARKETING & UX CONSULTANT

Mar 2021 – Nov 2021

IOT Greens

Remote

- ◆ Conducted market and competitive research to inform positioning, digital strategy, and customer experience recommendations.
- ◆ Developed reports, structured documentation, and UX recommendations to improve navigation, content clarity, and engagement.

EDUCATION

BACHELOR OF SCIENCE IN MARKETING

Georgia State University

May 2019

Atlanta, GA

USER EXPERIENCE DESIGN CERTIFICATE

General Assembly

Oct 2022

Atlanta, GA