LY VINH HUNG

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COMPETENCIES

Financial Modeling: 3 statement, DCF, M&A, LBO Modeling
Data Analysis: Excel, HTML, CSS, JavaScript, SQL, R, Python
Frameworks/Libraries: dimple.js, scikit-learn, pandas, numpy, Git/GitHub

PROJECTS

P2P Lending Exploratory Data Analysis: [R] Explore multiple variables for distributions, outliers and anomalies.
Enron Fraud Detection: [Python] Build algorithm to identify fraudulent employees based on Enron financial dataset.
Perceptual Phenomenon Testing: [Python, Statistical Test] Analyze Stroop effect in experimental psychology.
Bike Sharing Demand Prediction: [R] Utilize random forest to predict bike sharing demand in Washington DC.
Subway Ridership Prediction: [Python] Analyze & use linear regression to predict New York Subway ridership.

BUSINESS EXPERIENCE

LAZADA SOUTH EAST ASIA   **Thailand**
Regional Marketing Associate   *2014-2015*
Lazada South East Asia is an e-commerce retailer in Indonesia, Malaysia, Singapore, Thailand, Vietnam and Philippines;
backed by Rocket Internet, Tesco, Access Industries, Kinnevik and Temasek with $1.25 billion valuation.
- Performed sophisticated optimization and report automation through Excel VBA and JavaScript, reduced weekly tasks by 15 hours.
- Executed one-month process improvement engagement, including complex cost & revenue projection model and scenario analysis, led to region-wide changes in working process with country CEO.
- Co-managed, restructured and improved process of Google Search & Display marketing channels for 8 Lazada Group ventures with more than 200,000 USD monthly budget while reducing cost efficiency by 65% with regional VP of Marketing.

LAZADA VIETNAM   **Vietnam**
Venture Developer   *2013-14*
New marketplace venture project under Lazada Group aims to create an e-commerce ecosystem across South East Asia.
- Created regional business plan drafting and venture performance understanding for Lazada's alternative revenue stream; through data analysis across sales, marketing and operation departments, resulted in 30% growth in work efficiency.
- Set up key marketing structure and workflow in Facebook, Google Search & Display, Onsite channel with over 70,000 EUR monthly budget, led to 55% monthly order growth and over 900,000 EUR monthly transaction value.
- Led the merchant acquisition and merchandising process initiatives with regional managing director, managed over 1,200 merchants and 16 weekly campaigns, reduced weekly communication effort by 21 hours.

KEEWI   **Vietnam**
Business Development Intern   *2012-13*
500Startups (Silicon Valley venture capital)-backed ticketing solution focusing on emerging market.
- Led a team of 6 to organize monthly entrepreneurship events, featuring venture capitalists & startup founders from Vietnam & Singapore - led to sales result of more than 710 active participants in 5 months.
- Involved in company strategic direction, executed marketing/sales plan led to company major pivot from in-event social web apps to event ticketing platform.

EDUCATION

RMIT UNIVERSITY – B.Com. Marketing & Management   *2010-2013*
Leadership: RMIT Business Club – project leader, RMIT Vietnam Student in Free Enterprise - R&D leader
UDACITY - Data Analyst Nanodegree   *2015*
Relevant coursework: Data Analysis with R, Design & Analyze A/B testing, Intro to Data Science & Machine Learning

HONORS AND ACTIVITIES

Award: Toyota Marketing Challengers – first runner-up, YChallenge Business Case Competition – top 30 finalists.
Hobbies: Vipassana meditation (10 days silent retreat), cycling (cycled across Vietnam in 14 days,), traveling (9 countries in South East Asia)