TIA TRAN

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EDUCATION

University of Maryland, Robert H. Smith School of Business <div align="right">**College Park, MD, USA**</div>
Master of Information Systems <div align="right">August 2024- December 2025</div>
University of Maryland, College of Information Studies <div align="right">**College Park, MD, USA**</div>
Degree Awarded, Information Science <div align="right">August 2020-May 2024</div>

TECHNICAL SKILLS

Power BI, Tableau, RStudio (ggplot2), Advanced Excel (PivotTables, XLOOKUP, Power Query), Python (Pandas, FastAPI), SQL (PostgreSQL), NoSQL (MongoDB, Neo4j), Hive, ServiceNow, Asana, GitHub, Google Cloud Platform (Dataproc), Microsoft Office Suite.

PROJECT EXPERIENCE

Global Netflix Content Analysis | Technologies: Tableau, Microsoft Excel | October 2025
Developed an interactive Tableau dashboard analyzing Netflix's global catalog to uncover trends in content distribution, genre popularity, and viewing duration.
Cleaned and structured data from Kaggle in Excel to enable cross-country comparisons and time-based insights.
Designed multi-chart visualizations including bar, box, and tree maps to highlight leading genres, director contributions, and growth patterns, providing a data-driven narrative on Netflix's evolving global content strategy and audience focus.

AI Travel Itinerary Planner | *Technologies:* Python (FastAPI), HTML, CSS, JavaScript, OpenAI API, Amadeus API, TripAdvisor API, Ticketmaster API, Yelp API, OpenWeather API, GitHub | October 2025
Developed an AI-powered web application that automatically generates personalized, day-by-day travel itineraries using real-time data. Integrated multiple APIs (Amadeus, TripAdvisor, Ticketmaster, Yelp, and OpenWeather) to retrieve live flight, hotel, event, and weather information.
Leveraged OpenAI's Large Language Model (LLM) to convert raw data into natural-language trip summaries and explanations.
Designed an interactive frontend for users to input preferences, modify itineraries through natural-language requests, and visualize results in a clean, dynamic layout.

KPC Buddhist Relief Database & Website Project | Technologies: HTML, JavaScript, CSS, SQL, Flask (Python), GitHub | February 2024- May 2024
Engineered a front-end interface for a humanitarian aid database, implementing input validation controls and data-entry protocols to ensure the integrity and accuracy of inventory and expenditure records.
Collaborated with nonprofit stakeholders to translate operational needs into a responsive database system; designed intuitive workflows that improved data accessibility and standardized the collection of humanitarian aid artifacts.

EXPERIENCES

Glow (Live Nation Partnership) <div align="right">**Washington D.C**</div>
Marketing Intern- Data & Operations Focus <div align="right">**September 2025- Present**</div>
- Supported multi-channel marketing campaigns (social media, email, and live event marketing) under Live Nation partnerships, driving audience engagement and lead generation for major electronic music events.
  Built and managed content calendars in Asana and analyzed performance metrics to optimize reach and engagement.
- Conducted competitor analysis and audience research to inform messaging, positioning, and outreach strategies for venue conversion campaigns, including Project Glow Festival, Echostage, and Soundcheck.
- Leveraged Ticketmaster TM1 analytics to evaluate event performance, track ROI, and support post-event lead capture and follow-up for Project Glow Festival and affiliated venue activations.

University of Maryland <div align="right">**College Park, Maryland**</div>
Graduate Finance Assistant <div align="right">**September 2024- December 2025**</div>
- Analyzed and reconciled over $100K in departmental funds, utilizing advanced Excel functions (PivotTables, VLOOKUP/XLOOKUP) to ensure 100% accuracy in budget tracking and reporting.
- Engineered a custom Excel-based reporting system that streamlined internal workflows, reducing data processing time and minimizing manual entry errors.
- Monitored transactions for adherence to University fiscal policies and state regulations, performing regular audits to maintain financial integrity.

University of Maryland Division of Information Technology <div align="right">**College Park, Maryland**</div>
IT Operations Support Technician <div align="right">**January 2023-June 2024**</div>
- Provided high-touch client service and technical support to a diverse user base, resolving an average of 100+ tickets per shift using ServiceNow.
- Monitored system alerts for hardware/software incidents, troubleshooting issues in real-time to maintain uptime and system integrity.