

# TIA TRAN

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## EDUCATION

**University of Maryland, Robert H. Smith School of Business**  
**Master of Information Systems**

**College Park, MD, USA**  
Expected Fall 2025

Relevant Coursework: Database Management Systems, Data Processing and Analysis in Python, Project Management in Dynamic Environments, Data, Models, and Decisions Using R, Data Mining and Predictive Analysis, Blockchain Technologies and Business Analysis

**University of Maryland, College of Information Studies**  
**Degree Awarded, Information Science**

**College Park, MD, USA**  
August 2020-May 2024

Relevant Coursework: Elementary Statistics and Probability with RStudio, Database Design Modeling, Object-Oriented Programming, Human Centered-Cybersecurity, Data Sources and Manipulation

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## TECHNICAL SKILLS

Computer: Github, HTML, Javascript, CSS, Microsoft Excel, MS Office, Python, RStudio, SQL, ServiceNow, Tableau, Neo4j, MongoDB

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## PROJECT EXPERIENCE

**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.

**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.

**Airbnb Price Optimization Project** | Technologies: Hive (GCP Dataproc), Python (Google Colab), Google Drive, CSV | May 2025

Developed a machine learning model to predict optimal nightly prices for Airbnb listings by analyzing features such as location, amenities, and property type.

Utilized Hive on Google Cloud Dataproc to preprocess large-scale data with SQL-like queries, improving query efficiency and scalability.

Implemented regression models in Python via Google Colab to perform exploratory analysis, train/test data splits, and model evaluation.

**KPC Buddhist Relief Database & Website Project** | Technologies: HTML, JavaScript, CSS, SQL, Flask (Python), GitHub | February 2024- May 2024

Developed the front-end of a web-based database system for KPC Buddhist Relief, a nonprofit organization dedicated to humanitarian aid. Designed a responsive and user-friendly interface using HTML, JavaScript, and CSS to ensure accessibility across devices

Collaborated with the backend team to integrate Flask APIs and SQL databases, enabling real-time data retrieval for inventory tracking, donation requests, and expenditure records.

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## EXPERIENCES

**Glow**

**Washington DC**

**Marketing Intern**

September 2025- Present

Conducted market research and competitive analysis to inform campaign targeting, collegiate outreach, and audience engagement strategies for large-scale live music events.

Developed and executed marketing campaigns featuring user-generated content initiatives, artist collaborations, social media strategies, and promotional offers to enhance event visibility and ticket sales.

Collaborated with Live Nation and Insomniac Events teams to align campaign messaging, coordinate digital assets, and ensure consistent brand representation across all marketing platforms.

Utilized Canva, Adobe Creative Suite, and Excel analytics to design branded content, track engagement metrics, and optimize performance based on audience insights.

**University of Maryland English Business Office**

**College Park, Maryland**

**Graduate Financial Assistant**

September 2024- Present

Developed a streamlined Excel-based system to manage daily action items, replacing outdated processes and increasing team efficiency and clarity.

Reviewed 100+ business documents, organized both physical and digital records, and used advanced Excel functions (VLOOKUP, INDEX/MATCH, SUMIF, COUNTIF, Pivot Tables) with conditional formatting to track transactions and oversee \$100K+ in financial data.

Regularly utilized Microsoft Office Suite—including Outlook, Word, and SharePoint—to support communication, documentation,

and workflow management.

**University of Maryland Department of Mathematics**

**Teaching Assistant for Elementary Statistics and Probability**

Led in-person class sessions for 50+ students, teaching fundamental concepts of elementary statistics and probability, while also conducting virtual office hours to provide hands-on support with RStudio, covering data manipulation (dplyr), visualization (ggplot2), and statistical modeling (lm(), glm()) to enhance students' analytical skills.

**College Park, Maryland**

August 2021-May 2024

**Phoenix Ventures Impact Consulting Fellowship**

**Consulting Fellow**

Partnered with a nonprofit organization focused on helping incarcerated individuals break into the tech industry. Led project management efforts to develop governance strategies and enhance organizational sustainability through in-depth research, board recruitment optimization, and stakeholder analysis.

**Washington D.C**

February 2025- May 2025

Tasked with making key strategic decisions and providing actionable recommendations on nonprofit growth. Delivered data-driven consulting insights, synthesized findings into executive-level reports, and collaborated with cross-functional teams to drive impact and long-term development.

**University of Maryland Division of Information Technology**

**College Park, Maryland**

**IT Support Technician**

January 2023-June 2024

Provided frontline and remote technical support to faculty, staff, and students, troubleshooting hardware and software issues on Windows and Mac systems, managing an average of 100 tickets per shift using ServiceNow and IT support tools to streamline processes, improve efficiency, and ensure timely resolution and documentation of incidents.

**Club Glow**

**Washington D.C (Remote)**

**Social Media Marketing Ambassador**

February 2022- Present

Executed data-driven media analytics strategies to promote events at Echostage, Soundcheck, and Project Glow Festival; led a Tableau-based engagement analysis to optimize content performance.

Produced viral short-form video content using CapCut and leveraged platform trends to boost reach on Instagram and Tiktok; additionally tracked KPIs and ambassador outreach using Excel to inform social campaign strategy.

**Montgomery County Public Schools**

**Montgomery County, Maryland**

**Substitute Teacher/ Elementary School Tutor**

January 2025- Present

Instructed and supervised elementary students (K-5) across core subjects including reading, math, science, and phonics; adapted quickly to varying classroom needs, ensuring continuity of learning in both short- and long-term assignments.

Provided individualized and small-group tutoring to reinforce academic skills, supported classroom management, and maintained a structured, engaging learning environment aligned with school policies.

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**EXTRACURRICULAR ACTIVITIES**

**McKinsey & Company Forward Program**

**Participant | April 2025- July 2025**

Leadership development program focused on strategic problem solving, communication, and team collaboration. Gained experience in business strategy, analytical thinking, and delivering impactful solutions through workshops and mentoring.

**Smith Masters Information Systems Student Association**

**Vice President of Public Relations and Communications | January 2025 – Present**

Design promotional materials and event graphics using Canva to support club initiatives and increase student engagement.

Created and launched a mentorship program by fine-tuning an AI model that matched students with mentors based on profile data, ensuring fairness and relevance.

Implemented a scheduling system that used mentor availability to generate personalized forms, streamlining one-on-one meeting logistics and improving engagement.