

Contact

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(LinkedIn)
www.instagram.com/viet_polish/
(Other)

Top Skills

Customer Service
Data Analysis
Data Visualization

Languages

Polish
Vietnamese
English

Honors-Awards

Book Scholarship Fall 2017
Book Scholarship Spring 2018
Book Scholarship Fall 2018
Book Scholarships Spring 2019
First Generation College Student
Scholarship

Chi N.

Sales Engineer at Alteryx | Analyst | Data Scientist
Irvine, California

Summary

Since I was younger, I have always been passionate about understanding people's behavior and how that dovetails into their stories. Data analytics provides me with facts I can tell a story about and allows me to see matters in black and white. I use analytics as way to uncover the truth about products, services, and customers, and provide solutions to a business. I enjoy figuring out the place where product meets traction.

I got my start as a digital marketing coordinator, where I did more than just create marketing content. I developed useful and successful ways to target customers through social media and online platforms. I built long-term relationships with my clients and influenced digital sales growth. I was obsessed with innovating new ways to reach even further and to accurately identify process improvement, patterns, and trends.

My passion of problem-solving led me to analytics, where I effectively contributed to the growth of the sales analytics group and the further improvement of sales strategies at Monster Energy. Data analysis allowed me to explore my intense curiosity into what makes Monster products great and what drove customers' purchasing behavior. It helped me better develop effective business intelligence analytics to support sales of Monster Energy products.

As a master's graduate, I am now looking to leverage my experience and education to help an organization better understand its customers and best position its product for success. I love being part of team that makes a difference for the business.

By the way, I am multilingual in human and data. I am fluent in English, Polish, Vietnamese as well as SQL, R, and bit of Python.

Experience

Alteryx

Sales Engineer

December 2019 - Present (4 months)

Irvine, California

California State University, Fullerton

Scholar of Center for Leadership

September 2017 - August 2019 (2 years)

Fullerton, CA

- Mentored by mentors Warren Boone - VP of HR Islands Restaurants and Joe Chatelle - Principal Mercer.
- Former member of Community Outreach Board responsible for volunteering events, coordination, and outreach.
- Former member of Human Resources Board responsible for recruitment, communication between various boards, support new and old members, and scholarship/mentor program.
- Volunteer for organizations such as Ronald McDonald House Charities, The Harvest Club, PoochMatch, Mary's Soup Kitchen, 2nd Harvest Food Bank, Habitat for Humanity.
- 4 x Recipient of Book Scholarship (2017-2019).

Monster Energy

Jr. Business Analytics

June 2018 - August 2018 (3 months)

Corona, Ca

- Utilized SQL to pull data from multiple sources including relational databases.
- Proficient in visualization tools Power BI to build ad-hoc analysis and reporting, automated dashboards.
- Developed presentations, communicated actionable business applications and data analytics solutions to support short-term tactical and long-term strategic decisions for various business stakeholders.
- Applied structured analysis to develop insights for client's objectives and business initiatives such as new product features and product improvement opportunities that led to increased purchase behavior and increased market share.
- Performed trend identification, opportunity assessment and forecasting of drivers using Excel and R.

- Collaborated with various teams (marketing, sales, product, strategy) to support strategy and business operations projects and communicated analytics concepts to non-technical audience.

Toysopoly

Digital Marketing Analytics

2017 - 2017 (less than a year)

Garden Grove, CA

- Managed Facebook, Twitter, Instagram and leveraged social listening tools to track trend and understand consumer behaviors, expressed preferences towards products and marketing efforts.
- Developed marketing communications campaigns and strategies that focused on increasing engagement and retention that led to create new and increased revenue streams.
- Identified a target audience and produced video ads that effectively targeted users on Facebook and Youtube resulting in 65% increase in viewers

CFT Films

Social Media/Sales Specialist

June 2015 - May 2016 (1 year)

Tustin, CA

- Leveraged web analytics tool such as Google Analytics and online strategies to understand onsite behavior and recommend web site measurement tactics that drive website traffic (increase over 97%).
- Generated new sales (over \$100,000 increase in sale in 2014) using digital platforms and social media measurement tools that supported a start-up environment.
- Conducted market research and recommended strategies that increased the organization's competitive advantage.

Education

California State University, Fullerton

Master of Science (M.S.), Business Analytics · (2016 - 2019)

University of California, Irvine

Bachelor of Arts (BA), International/Global Studies · (2013 - 2015)

Orange Coast College

Associate's degree, Business Administration and Management,
General · (2010 - 2013)

Nicolaus Copernicus High School No. 1 in Łódź
High School Diploma, Business/ Math · (2007 - 2010)