



NGUYEN GIA BAO

ECOMMERCE & CRM SPECIALIST - CIRCLE K VIETNAM

CONTACT

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📍 Ho Chi Minh City

EDUCATION

2018 - 2022

TON DUC THANG UNIVERSITY

- Bachelor of International Business

TOOLS

- Power BI
- SQL

SKILLSET

- Analytical Thinking
- Project Management
- Information Researching
- Problem Solving

LANGUAGES

- **English** - Advanced level (verbal & non-verbal)

PROFILE

A solution-driven and detail-oriented person. His analytical skills could be useful when it comes to decision-making and business strategies. He reads case studies to enrich knowledge and practical application. His career vision is to become an expert consultant who solves business problems and helps enterprises grow with sustainability.

WORK EXPERIENCE

NielsenIQ Vietnam

Nov 2023 - Present

E2E Project Coordinator - Consumer Insights - Operations

- Handled over 50 research projects so far, covering both local and multi-country scales
- Coordinate with vendors and project team members to enable data quality as well as time-cost efficiency
- Support sales to realize sales opportunities by consulting on complex designs, reaching toward the best cost & feasibility
- Control project budgets in execution, contributing to company's quarterly profits and savings

NielsenIQ Vietnam

April - Nov 2023

Data Analyst - Consumer Insights - Operations

- Perform periodic analysis on raw data, captivating data trends by facts and figures visualization
- Provide market information, helping stakeholders understand and predict consumer behaviors and insights
- Making data outlier reports, coordinating with Quality Control team to maintain data quality and protocol compliance
- Conduct internal performance analysis and other ad-hoc project dashboards

Spire Research & Consulting

Mar - Dec 2022

Research Analyst

- Conduct and manage data collection, working with freelancers to ensure the data input completion and consistency
- Connect B2B, building relationships with experts from big corporations: HP Inc, Procter & Gamble, Gedeon Richter,...
- Support sales and project deliverables: help the seniors with project proposals and final reporting