

PHAN THUY HANH

(+84)941 458 763 • Pthanh140220@gmail.com • [LinkedIn](#)

A dedicated MSc Management and Business Analytics candidate with hands-on experience in data analysis, business development, key account management and consultancy. Proven track record of leveraging data-driven insights to enhance decision-making processes in both academic and professional settings. Proficient in SQL, Excel, Power BI, and data visualisation, I thrive in dynamic environments and am committed to delivering actionable insights that drive growth and innovation.

PROFESSIONAL EXPERIENCE

Research Associate, Data Analyst - Nottingham Trent University

Jun 2024 – Dec 2024

Ranked among the top five Business Analytics students, I work at the National VCSE Data Observatory, Nottingham Business School.

- **Data Project Management:** Oversee end-to-end data management processes, ensuring accurate data cleansing and integration for critical national surveys, enabling stakeholders in charitable organisations to make informed decisions.
- **Stakeholder Collaboration:** Partner with diverse teams to develop targeted survey questions and reports, aligning project deliverables with the needs of the VCSE sector.
- **Strategic Insights:** Conducted and presented data-driven market research to improve outreach and support for sector initiatives, supporting key account growth and retention efforts.

Key Account Management Specialist - VNPAY-QR

Mar 2023 - Aug 2023

The first payment gate to integrate QR code payments into banking applications

- **Brand Relationships:** Facilitated discussions on effective promotional and marketing campaigns and coordinated performance review meetings.
- **Portfolio Management:** Tailored campaigns, interpreted data, and offered recommendations for **200+ merchants** and **20+ key brands** to attract new VNPAY customers.
- **Strategy Development:** Pitched and executed development plans for brand growth and incubation.
- **Data Analysis:** Analysed daily/weekly/monthly merchant performance to drive sales and profitability.
- **Business Operation:** Streamlined processes, guided budget allocation, and trained staff on service usage.

Business Development Executive - SHOPEE - A Leading E-Commerce Platform

May 2021 - Oct 2022

The leading E-commerce platform in Southeast Asia & Taiwan

- **Team Lead:** Led a 15-member team in executing critical Flash sales campaigns for Shopee's BD team.
- **Seller Management:** Analysed revenue reports for 50 sellers and drove their revenue growth by 150-200% in 3 months.
- **Prospect Identification:** developed business strategies by utilising data analysis to identify high-potential sellers.
- **Market Research:** Identified market trends and opportunities to formulate effective sales strategies for Shopee's sellers
- **KPI:** Exceeded KPI by 107% - 120% in securing discount deals during 4 Shopee's mega campaigns

CORE SKILLS

- **Advanced Excel:** Functions, Power Query, Power Pivot, Dashboard.
- **SQL** (Microsoft SQL Server)
- **BI Tools:** Google Spreadsheet, Power BI, Tableau
- **Presentation:** PowerPoint and Google Slides

EDUCATION

MSc Management and Business Analytics – Distinction degree

Nottingham Trent University, United Kingdom

Sep 2023 - Sep 2024

- **Distinction-graded Modules:** Management in Organisations. Contexts of Management, Intro Business Analytics & Intelligence, Principles of Management, Predict & Prescript Analytics, DA for Managerial Decision Making

BSc Finance & Banking – Merit degree

Foreign Trade University, Viet Nam

Sep 2018 – Sep 2022

- **Relevant modules with Distinctions:** Advanced Mathematics, Financial Risk Management, International Economics