

# DAN PHAM (Ms.)

Data Analyst

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## CAREER OBJECTIVES

- To challenge and enhance my skills and abilities everyday
- To become a professional in Data Science and Analytics

## EDUCATION

GEORGIAN COLLEGE – Barrie, ON, CA – GPA 91/100

August 2018 – April 2019

**Big Data Analytics Post – Graduate Certificate Program**

Data manipulation, system architecture, programming, mathematics and business intelligence

FOREIGN TRADE UNIVERSITY – HCMc, Vietnam

2010 – 2014

**International Business Administration – Bachelor's Degree**

Probability and statistics, statistics for business, strategic and finance management

## LANGUAGE, KNOWLEDGE & SKILLS

- English – fluent – IELTS 7.0
- Spark, Hadoop, Hive, Pig, MongoDB – Introductory
- Google Analytics, Digital Marketing, PowerBI, Tableau, SAS, Python, R – Intermediate
- SQL, Microsoft Office – Advanced

## EXTRACURRICULAR ACTIVITIES

LetsStopAIDS Charity Organization (Toronto, ON) – Business Intelligence Lead

2019

- Developed business intelligence to drive strategies of the organization

Saigon Toastmaster Club (HCMc, Vietnam) – Member of Education Committee

2017

- Organized regular events of the club and kept track with member education pathway

Digital Marketing Agency group (HCMc, Vietnam) – Member of Organizers

2016

- Organized events and supported digital marketing activities of the group

## WORK EXPERIENCE

CHOTOT.VN (HCMc, Vietnam) – Business Analyst

August 2017 – July 2018

*ChoTot.vn: Biggest online classified portal in Vietnam*

*Performance Analysis*

- Retrieved, manipulated data from different sources to perform ad-hoc or regular analyses
- Provided reporting, dashboarding solutions to measure KPIs, identify patterns and keep track of company's position over competitors' in the market

- Investigated issues to understand past performance and proposed necessary actions
- Prepared weekly, monthly, major project proposals and reports

*Product Management*

- Designed predictive models to analyze and forecast projection on business strategies
- Drove planning of new products and features based on user insights from data and research
- Collaborated with marketing, operation, developer team to maintain tracking of product roadmap and ensure the success of project

*Achievement*

- Standardized and automated reporting system of the business department
- Analyzed, proposed and executed the Listing Fee and Users Re-Entitlement project in ChoTot's major strategy in 2018, which resulted in more than 200% revenue increase within two months since implementation

**EXE SOFTWARE (HCMc, Vietnam) – Business Development Specialist**

March 2016 – May 2017

*EXE: Outsourcing company specialized in E-commerce & booking management system*

*Business Development*

- Performed market research and analyzed CRM data to gain insights of the market and potential clients
- Planned, developed and implemented targeting strategies

*Project & Account Management*

- Coordinated resource, managed timeline and budget during pitching
- Enhanced relationships with current relationships and business opportunities

*Achievement*

- Acquired a \$60,000 contract from OPPO Vietnam for e-commerce system

**GARENA ONLINE (HCMc, Vietnam) – Marketing Specialist**

May 2014 – April 2015

*Affiliate Partnership – Digital Marketing – Product Management*

*Achievement*

- Built a network of more than 100 affiliate partners
- Planned and implemented strategies to achieve 89 Alexa web rank and 3 million daily page views
- Closed advertisement deals with total value of 85,000 USD, negotiated exceptional affiliate commission from strategic business partner (Lazada) from 3 – 5% to 8 – 11%

**PROJECT LANA E-COMMERCE (HCMc, Vietnam) – Digital Marketing Specialist**

November 2013 – April 2014

- Developed and implemented marketing plans across online platform such as Adwords, Facebook, MailChimp to achieve business KPIs
- Analyzed online statistics and identified areas to optimize online marketing performance

*Achievement*

- Increased number of orders by 200% while saving 10% cost (compared to the previous period)