Contact

📞 022 674 2970

✉️ DarioDang9999@gmail.com

📍 63 Oakway Drive, Schnapper Rock Auckland

🔗 www.linkedin.com/in/dario-dang-89049020a/

🔗 https://github.com/DarioDang

EDUCATION

2024 - 2025
UNIVERSITY OF CANTERBURY
- Master of Applied Data Science
- Distinction Honor

2021 - 2022
UNIVERSITY WEST OF ENGLAND
- Bachelor of Business Management with Marketing
- Second Upper Class

2017 - 2021
INTERNATIONAL UNIVERSITY
- Bachelor of Business Administration

SKILLS

- ETL Automation
- Machine Learning Optimize
- SQL/ Python/ PySpark/ R
- Workflow Orchestration
- Cloud Administration Storage
- Critical Thinking
- Project Management

CERTIFICATE

- Microsoft Azure (AZ - 900)
- ML for Data Analytics
- SQL/ Python for Data Analytics
- DATA ENGINEER - ZOOMCAMP
- MLOPS-ZOOMCAMP

CLUBS

President/Founder
International University Basketball Club

- Event Management
- Develop Proposal Letter
- Basketball Team Leader

DARIO DANG

DATA SCIENTIST

PROFILE

Curious and customer-centric Applied Data Scientist with practical experience in machine learning, predictive analytics, and statistical modelling across e-commerce, marketing, and education sectors. Proficient in Python, SQL, and data visualization, with a proven ability to extract impactful insights from large datasets. Currently completing a Master of Applied Data Science with Distinction Honours. Passionate about building scalable models that connect technical depth with meaningful customer outcomes.

EXPERIENCES

⭐ **BUYMED E - COMMERCE**
Brand Marketing Analyst / Data Analyst   **2022 - 2023**

- Built and optimized customer segmentation and forecasting models for campaign strategy.
- Transformed unstructured customer and sales data into structured inputs for machine learning models.
- Conducted statistical performance analysis (CTR, CPC, ROAS) to support margin optimization.
- Building report to BI, sales, and commercial teams to inform strategic planning.

⭐ **YOUNET GROUP**   **2020 - 2022**
Social Data Analyst / Data Intern

- Conducted sentiment analysis and audience behavior modeling using Python and SQL.
- Automated reporting processes for campaign effectiveness using Python, Power BI, Google Studio.
- Partnered with commercial teams to translate insights into actionable marketing strategy.
- Supported trend reporting and business case development using Excel dashboards.
- Building / Integrating CRM Helpdesk for client.

CAPSTONES & RESEARCH PROJECT

🚀 **Student Retention - Master's Capstone**
  - *Tools: Python, SQL, Snowflake*

🚀 **Traffic Crash Hotspots - Spatial Data Science / Analysis**
  - *Tools: Python, ArcGIS*

🚀 **MSD Audio Recommendation System**
  - *Tools: Python, PySpark*

🚀 **Healthcare Prediction - Generate User Interface**
  - *Tools: Python, Streamlit*