

HANNAH PHAM

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GitHub: <https://github.com/HanhPham1512>
Portfolio: <https://portfolio-hanhpham1512.vercel.app/>

Summary

A recent ICT graduate with a strong background in ICT is looking for a Business Analyst / Data Analyst opportunity in the ICT industry. Able to work full-time with the subclass 485 (Temporary Graduate) visa.

Certifications

DELOITTE STEM Connect Virtual Experience Program 2022

Key Skills

- Data Visualization
- Quantitative Analysis
- ERP & SAP
- Canva
- Power BI/Tableau
- JASP
- SEO Strategy

Experiences

BENIT Pty Ltd

02/2023 – presented

ICT Data Analyst

- Provided supporting information to substantiate research findings.
- Interacted with non-technical stakeholders to deliver analyses and answer questions on deliverables.
- Assisted integration of internal and external data tools and products, maintaining stability and performance across systems.
- Maintained or updated business intelligence tools, databases, or dashboards.
- Collaborated with the data engineering team to design and optimize data pipelines, reducing data processing time by 50% and enabling near real-time analytics capabilities.

Edu Master Group Pty Ltd

02/2023 – Presented

ICT Data Analyst

- Audited internal data and processes to identify and manage initiatives, improving business performance.
- Utilized data analysis to monitor process efficiencies and identify data integrity exceptions.
- Collaborated with cross-functional teams to design and implement a data visualization dashboard, providing actionable insights to stakeholders and contributing to a 25% increase in data-driven decision-making

The Break Inc

08/2022-01/2023

ICT Business Analyst

- Conducted a review of the research to create a proposal for a new technique to create an application that has more functionality and is user-friendly.
- Completed the Analysis Phase and collaborated with the Project Coordinator to develop a strategy, carry out tests methodically, and closely adhere to safety instructions. This allowed for a breakthrough in evaluating the effectiveness of the procedure.
- Implemented a data-driven customer segmentation strategy, resulting in targeted marketing campaigns and a 12% improvement in customer retention rates.

Jung Talents

2019 - 2020

Data Journalist

- Collaborated with encoding team to distribute tasks and improve workflow.
- Juggled numerous encoding tasks while maintaining a high level of productivity.
- Produced in Tableau to manage samples and associated data.
- Created reports and audited charts by Excel and SQL to maintain concise records that enhanced data retrieval efficiency by 40%, significantly reducing report generation time.

KKC Communication Corp

2015 - 2016

Marketing Specialist

- Obtained feedback and popular news from social media.
- Led successful social media campaigns that increased brand awareness and engagement, resulting in a 50% increase in social media followers and a 20% boost in organic reach.

- Generated actionable insights through in-depth web analytics analysis, optimizing website performance and achieving a 15% increase in conversion rates.
- Collaborated with cross-functional teams to launch successful product promotions and collaborations, resulting in a 30% increase in sales during promotional periods.

Other Projects

Mentem by UNSW

02/2023 – 05/2023

ICT Data Analyst

- Gathering information to develop a fully working learning platform for the convenience of learners.
- Create engagement to allow people to connect with their score and continue learning.
- Optimized SQL queries and database performance, reducing query execution time by 50% and improving overall system responsiveness

ComparenSave

02/2023 – 04/2023

ICT Business Analyst

- Designed and generated comprehensive reports and dashboards, providing key insights on home loan performance, delinquency rates, and portfolio trends.
- Collaborated with IT teams to define technical specifications, perform data mappings, and ensure seamless integration of loan systems and platforms.

Ola Cabs

03/2022 – 05/2022

ICT Data Analyst

- Created business rules, modeling ER Diagrams, and implementing the database for the project.
- Delivered project status updates on schedule and continuously monitored and addressed any obstacles to meeting milestones.
- Participated in the reporting process for the project's operational and commercial planning activities.

Melbourne Airport

04/2022 – 06/2022

ICT Data Analyst

- Analysed the problem utilising quantitative research for provided CSV.
- Data was gathered and examined using statistical tests, parametric models, and theoretical frameworks, leading to a data-driven confirmation of the proposed hypothesis.

Avexco

05/2021 – 12/2021

ICT Data Analyst

- Assisted in analyzing data using statistical methods and data visualization tools, providing insights on market trends and export performance to support strategic decision-making.
- Analyzed international market data and identified key target markets for expansion, leading to a successful market entry strategy and a 15% increase in export sales.

Vantient Pte. Ltd.

01/2020 – 08/2020

ICT Business Analyst

- Developed and maintained data dashboards for monitoring key export metrics, enabling stakeholders to track export volumes, revenue, and market share in real-time.
- Facilitated workshops and meetings with stakeholders to elicit and prioritize requirements, ensuring effective communication and alignment between business needs and project deliverables.

Education

University of Tasmania - Hobart, Tasmania, Australia

02/2021 – 12/2022

Master of Information Technology and Systems - GPA 3.6

Chattahoochee Technical College - Georgia, USA

08/2016 – 07/2019

Bachelor of Science in Computer Programing

Van Lang University - Ho Chi Minh City, Vietnam

01/2011 – 07/2015

Bachelor of Arts in Public Relation

Professional References

Upon request