



MARGARET HUYNH



Employment Pass Holder
(Foreigner)



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EDUCATION

MASTER OF SCIENCE IN ANALYTICS

Georgia Tech
2023 – 2025

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

Field of Study: Data Analytics
National Uni. of Singapore
2013 – 2017

SKILLS

Python Coding - Proficient



SQL Querying - Superior



Data Visualization (Power BI & Tableau) - Superior



Statistical Modelling - Competent



Team Management - Proficient



PROFESSIONAL SUMMARY

A determined data analyst in the pursuit of knowledge on how to weave stories from data and tell them in easy-to-understand languages & visuals with more than 6 years of demonstrated experience delivering analytical projects with large data sets and packaging insights for business stakeholders. Bilingual in English and Vietnamese, intermediate understanding of Mandarin.

WORK EXPERIENCE

SENIOR GROWTH STRATEGY ANALYTICS MANAGER

foodpanda Singapore
2023 – Present

GROWTH STRATEGY ANALYTICS MANAGER

foodpanda Singapore
2021 – 2022

- Lead and directly manage data analysts to build strong relationships with internal stakeholders
- Manage end-to-end analytics projects and provide analytics-based strategic advices to multiple departments (Quick Commerce, Online Marketing, Commercial, Operations & Strategic Partnerships) to achieve growth for Singapore market

Main tools: Google BigQuery - SQL, Colab - Python, Tableau

DATA ANALYST - SENIOR CONSULTANT

Capgemini Singapore | Project: CMI Unilever's People Data Centre
2019 – 2021

- Developed scripts to extract data from third-party APIs & automate reporting process with dashboards
- Collaborated on data science projects such as lead indicators for ad success & penetration drivers for low-income consumers

Main tools: Python, SQL, Microsoft Power BI & Automate, Dataiku
Achievement Awards:

- **2020 Partner Excellence Awards Winner** - Helping the client save 20% of tool cost – a 6-figure bill – by industrializing KPI reports using Python scripts & self-taught Power BI skill
- **2019 Partner Excellence Awards Nominee** by CMI Leadership team for outstanding contribution

DATA ANALYST (SEARCH & SOCIAL MEDIA) - CONSULTANT

Capgemini Singapore | Project: CMI Unilever's People Data Centre
2017 – 2019

- Gathered, analyzed & visualized data across sources
- Delivered over 30 timely & customized customer insights and consumption behaviors' reports with approx. cost saved at 30%

Main tools: Python, Dataiku, Microsoft Excel (with VBA)

PROFESSIONAL CERTIFICATES

- Microsoft MCSE: Data Management and Analytics



CMI Partner Excellence Awards 2020

Winner

Awarded to:

Margaret Huynh

For your outstanding partnership
contribution to CMI in 2020.

Awarded by:

A handwritten signature in black ink, appearing to read "Stan Sthanunathan".

Stan Sthanunathan

Executive Vice President, CMI



**2020 PARTNER
EXCELLENCE AWARDS
WINNER
RECOGNITION LETTER**

*"You demonstrate the true meaning of being future fit by teaching yourself how to code in Python, becoming an expert in APIs and taking courses in statistics."
"...the organization has saved 20% of our total Brandwatch cost ... and a 6-figure bill from your work industrializing our KPI reporting"*



Dear Margaret,

As you know, Unilever CMI values excellence in our agency partners and to demonstrate our commitment to excellence and partnership we lead a bonus programme each year to recognise and reward outstanding individuals.

Over the past month, hundreds of nominations were gathered from across CMI globally and each submission was then reviewed by myself along with my CMI Leadership Team. It is therefore with great pleasure that I would like to inform you that you were nominated and unanimously chosen to be a recipient of the 2020 CMI Partner Excellence Award and bonus.

You have had an outstanding year with the PDC, both in terms of personal development and impact you have had in a wide range of functions, CMI and beyond. You demonstrate the true meaning of being future fit by teaching yourself how to code in python, becoming an expert in APIs and taking courses in statistics. Thanks to your amazing work and commitment, the organisation has saved 20% of our total Brandwatch cost by you linking APIs and a 6-figure bill from your work industrialising our KPI reporting. You have upskilled yourself to be a PowerBI expert and always know the answers to Senior Data Scientist's questions. Thank you for being such a positive, eager and hardworking asset to the PDC Team!

Your bonus will be paid directly along with your upcoming pay via your usual remuneration route, so look out for it!

Thank you for your hard work and dedication to Unilever throughout 2020 we very much look forward to our continued success together.

Well done!

Stan Sthanunathan,
Executive Vice President, Unilever CMI

**2019 PARTNER
EXCELLENCE AWARDS
NOMINEE
RECOGNITION LETTER**

"You are a highly valued member of our team, and your hard work, commitment and enthusiasm has been acknowledged throughout CMI. You are a real credit to your agency..."



Margaret Huyhn,
2 Jalan Mat Jambol,
#05-12,
Singapore,
119554

Dear Margaret,

As you know, Unilever CMI values excellence in our agency partners and as an organisation we take great pride in recognising them. At the end of 2019, we invited all of CMI globally to nominate specific agency partners who they felt had gone the extra mile throughout the year and stood out for their commitment to our partnership.

As a result of this it is with great pleasure that I would like to inform you that you were nominated and selected by my CMI Leadership team to receive this letter of recognition. You are a highly valued member of our team and your hard work, commitment and enthusiasm has been acknowledged throughout CMI. You are a real credit to your agency and should be very proud of what you have achieved.

I would like to personally thank you for your hard work in helping to drive our CMI Vision in 2019. We are extremely grateful to have you by our side and hope to continue the vision by successfully inspiring, provoking and transforming together.

Congratulations,

With Kind Regards,

A handwritten signature in black ink, appearing to read 'Stan Sthanunathan', is written over a light blue circular watermark that contains the text 'Creative Media International'.

Stan Sthanunathan
Executive Vice President, Unilever CMI