

From: **Nguyễn Thảo Nguyễn**  
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December, 2016

Dear Sir or Madam,

I would like to apply for the open position at your organization. Having two master degrees related to data analytics, one from **Ghent University (Belgium)** majoring in **Marketing Analysis** and one from **Sheffield Hallam University (UK)** majoring in **Risk Management**, as well as the experiences in **Wolters Kluwer (Belgium)**, **Santander Bank (UK)** and 3- year experience at **Mekong Development Bank (Vietnam)**, plus 1-year experience in **Forex market**, I believe that my qualifications and experience should meet your requirements.

My expertise includes data analytics, marketing analytics, predictive analytics and customer relationship management (CRM). The combination of both **academic modeling** and **business context** is what I can offer, together with the **high numerate skill** and the **attention to detail**. I am an expert user of **Microsoft Excel** and have used **MySQL** everyday for more than 2 years. I can also work with statistical tools such as **R** and I am a certified **SAS user** for more complex modeling. My current project involves building **loyalty score** and **renewal model** for Wolters Kluwer which is a market leader in law products.

Taking initiative and thinking outside-of-the box has always been my academic and career focus. Detail-oriented thinking, problem-solving skill, and multi-cultural awareness are some highlights of what I have built up and therefore, I have the confidence that I can make a worthwhile contribution to your company in this role.

Details about my prior experience and other relevant information have been included in the resume that is enclosed with this letter. I look forward to hearing from you. In case you need to contact me, you can do so at either [thaonguyen812@gmail.com](mailto:thaonguyen812@gmail.com) or at (+84)-(0)9 1154 1104

Thank you for giving this letter your time and attention.

Yours Sincerely,



Nguyễn T. NGUYEN



# NGUYEN T. NGUYEN

Data Analyst / Business Intelligence

## EXPERIENCE

### Marketing Analytics Project Leader

*Wolters Kluwer Belgium | Mar 2016 – June 2016*

- Tasks: Developing 3 different models: Loyalty model, Renewal model, and Portfolio value increasing model using market research survey and internal database. The data are from Spain and Belgium and the models will be applied to the whole company globally.
- Skills gained: business oriented, stick to deadlines, capable of working simultaneously on several aspects of a project & combining different programs to deal with data from different sources.

### Portfolio Analyst

*Mekong Development Bank Vietnam | Nov 2011 – Jan 2014*

- Tasks: Daily/weekly/monthly producing reports (and dashboards) for specific products or the whole customer's portfolio not to exceed the triggers of the bank, monitoring the launch of a new loan product to propose adjustment to the terms and conditions, creating strategies, conducting research and forecasting demand.
- Skills gained: detail oriented, capable of foreseeing the trend and setting triggers and policy that can affect the bank in terms of risk/return.

### Internship

*Santander Bank Sheffield, UK | Nov 2010 – Jan 2011*

- Tasks: data entry, discovering potential customers through online and offline research, bringing a diversity of ideas to the bank's advertising campaign from Vietnamese perspective.
- Skills gained: real exposure to the bank products and services, statistical and data handling skill, creating and implementing financial plans, market research, and client relationship management.

## EDUCATION

### Advanced Master of Marketing Analysis

*Ghent University, Belgium | 2016*

Areas of specification: data analytics, market research, CRM, predictive analytics, big data, social media and web analytics.

### Master of Risk Management (Merit)

*Sheffield Hallam University, Sheffield, UK | 2010*

Areas of specification: banking and finance, corporate finance, risk management in financial corporations, and derivatives.

### BSc - Mechanical Engineering

*University of Technology, Ho Chi Minh city | 2008*

## CERTIFICATES

**SAS Certified base programmer**, SAS Institute.

**Public Relation (PR)**, Diplomatic Academy of Vietnam

**Web design**, Lotus University, HCM city, Vietnam

## MOOC CERTIFICATES

**Data scientist's toolbox**, Johns Hopkins Bloomberg School

**Computational investing part 1**, Georgia Institute of Technology

**Data analysis and statistical inference**, Duke University

**Process mining: data science in action**, Eindhoven Uni of Technology

**Introduction to marketing**, University of Pennsylvania

## PROFILE

My expertise includes data analytics, marketing analytics, predictive analytics and customer relationship management (CRM). The combination of both **academia** and **business** context is what I can offer, together with the **high numerate skill**, **attention to detail** and **multi-cultural awareness**. I am confident to work with MS Excel, MySQL, R. I am also a certified SAS user for more complex modeling.

## SKILLS

Academia	● ● ● ● ●
Business mind	● ● ● ● ●
Detail driven	● ● ● ● ●
Presentation	● ● ● ● ●
Planning	● ● ● ● ●
Organisation	● ● ● ● ●

## COMPUTER

Excel	● ● ● ● ●
Access	● ● ● ● ●
SQL	● ● ● ● ●
R	● ● ● ● ●
SAS	● ● ● ● ●
Python	● ● ● ● ●
Photoshop	● ● ● ● ●
ASP/PHP.net	● ● ● ● ●

## LANGUAGES

Vietnamese	● ● ● ● ●
English	● ● ● ● ●
French	● ● ● ● ●

\* References available on request

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📍 HCMC, Vietnam

🌐 nguyen-nguyen

! willing to relocate