

## SUMMARY

Statistical modeling analytics graduate with a strong passion for data science and its applications in business. Having a comprehensive understanding of micro- and macroeconomics, capital flow, market analysis and hands-on experience in data analytics (visualization, data mining, and statistical models). A proactive individual with productive teamwork skills and an intense curiosity to learn.

### Technical skills:

- |                  |                                    |
|------------------|------------------------------------|
| ➤ R: ★★★★★★      | ➤ Microsoft Office Suite: ★★★★★★   |
| ➤ Python: ★★★★★  | ➤ AWS Cloud Practitioner: ★★★★★    |
| ➤ Tableau: ★★★★★ | ➤ AWS Solution Architecture: ★★★★★ |
| ➤ SQL: ★★★★★★    | ➤ HDFS – Apache Spark: ★★★★★       |

## EDUCATION

### NORTHEASTERN UNIVERSITY, COLLEGE OF PROFESSIONAL STUDIES

Jan'19 – Jun' 20

Master's degree of Analytics, Major concentration of Statistical Modeling: **GPA 3.602**

### DA NANG UNIVERSITY OF ECONOMICS, FACULTY OF BANKING

Sep '14 – June '18

Bachelor of Finance - Banking (Majoring in Banking)

Honors thesis on *Domestic Bank Guarantee Operations at Vietnam Joint Stock Commercial Bank for Industry & Trade (VietinBank), Danang Branch (A)*

## WORKING EXPERIENCE

### POINT FOCAL – Student Researcher

Mar – June '20

- Optimized stocks arbitrage models: Through-earning announcement drift (TED) and Post-earning announcement drift (PED), with Estimize estimates, Wall Street and actual released EPS constituents
- Increased portfolio margin up to 32% by applying TED / PED models to appropriate sectors, cap markets & stock names, holding drift time periods

### VIACOM - Student Researcher

Sep – Dec '19

- Defined cutting-edge analytical models to predict Facebook CPM (cost per 1000 impressions) on Viacom's 20-month datasets on multi-element demographics, arrived at 93% accuracy using random forest models
- Identified Viacom market gap based on customers' behavior to improve its return to capital by cutting down 63% cost on poorly targeted groups, maintaining profit margin on right targeted segments.
- Developed a business memorandum to recommend Viacom video-based marketing strategies on potential segments, estimated a rise of 21% profit margin.

### VIETINBANK – Operations Intern

Jan – May '18

#### Enterprise Customer Department

- Analyzed the operational workflow of the Bank Guarantee letter issuance process, including that of Bid Security, for potential security risks and proposed corrective measures
- Screened and processed documents submitted for bank guarantee letter application

### LIAISON OFFICER, APEC CEO SUMMIT WEEK 2017

Nov '17

- Took charge of liaising with C-suite level delegate from Rongrand E-commerce, China (Platinum sponsor)
- As delegate's first point of contact regarding event details, ensured smooth communications & travel arrangement, troubleshooted issues throughout the event
- Provided a hospitable & professional service level as a representative from host country

### Portfolio

- Unemployment statistics by ethnicity, gender and regions in the UK (Python)
- AWS Cloud Architecture: Medical Company
- Condominium prices in Singapore, Wine quality, MNIST from Scratch (R & Tableau)

## PERSONAL PROJECTS