

## PROJECTS

### XN PROJECT: VIACOM BUSINESS WITH FACEBOOK PRICING MODEL (using R & KNIME)

- Studied user groups' exposure to Viacom channels & contents using Facebook pricing model (CPM – cost per 1000 impressions) on Viacom's 20-month datasets on browser access & multi-element demographics
- Identified market gap to improve Viacom's return to capital, by singling out successful targeted groups proving Viacom's campaign is on the right track, as well as potential ones requiring different strategy to achieve expected margin

### CAPSTONE PROJECT: STOCKS ARBITRAGE TRADING WITH POINT FOCAL (using Spotfire)

- Studied stocks arbitrage models - Through-earning announcement drift (TED) and Post-earning announcement drift (PED), with Estimote estimates, Wall Street and actual released EPS constituents
- Maximized portfolio margin by applying TED / PED models to specific sectors, cap markets & stock names, with appropriate holding drift time periods
- Improved ARK Tesla Valuation model with Monte Carlo Simulation on Spotfire

### AWS CLOUD ARCHITECTING PROJECT – MEDICAL COMPANY (SaaS)

- Deployed best practices in cloud infrastructure for start-up medical company that matches current architecture at the server-hosting company and covers typical company's operating requirements
- Optimal solutions achieved cost optimization, architecture resilience, business continuity and highest cloud security

## EDUCATION

### NORTHEASTERN UNIVERSITY, COLLEGE OF PROFESSIONAL STUDIES

Jan'19 – Jun'20

- Master's degree of Analytics, Major concentration of Statistical Modeling: **GPA 3.602**  
Analytics Systems Technology – Python, Data Warehousing & SQL, AWS Cloud Architecting, Data Management & Big Data, Intermediate Analytics, Enterprise Analytics, Predictive Analytics, Data Mining, Communication and Visualization for Data Analytics

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

2014 – 2018

- Bachelor of Finance - Banking (Majoring in Banking): Econometrics, Advanced Banking Management, International Finance, Public Finance, Financial Derivative
- Honors thesis on **Domestic Bank Guarantee Operations at Vietnam Joint Stock Commercial Bank for Industry & Trade (VietinBank), Danang Branch (A)**

➤ R: ★★★★★  
➤ Python: ★★★★★  
➤ Tableau: ★★★★★  
➤ SQL: ★★★★★

➤ Microsoft Office Suite: ★★★★★  
➤ Amazon Web Services: ★★★★★  
(Cloud Practitioner)  
➤ Amazon Web Services: ★★★★★  
(Solution Architecture)

## TECHNICAL SKILLS

### OPERATIONS INTERN, Enterprise Customer Department, Vietnam Joint Stock Commercial Bank for Industry & Trade

Jan'18 – May '18

- 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

6 – 11 November '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, troubleshoot issues throughout the event
- Provided a hospitable & professional service level as a representative from host country

### PRIVATE TUTOR

- Provided Mathematics & English tutorship & took responsibility for students' academic performance

### VOLUNTEER – IRONMAN 70.3 VIETNAM & Danang International Marathon

2015 – 2017

- Race day duties included: fruits, drinks & energy gels distribution & route marshal
- Interacted with international athletes to cheer them on, provide assistance & answer queries

## WORKING EXPERIENCE