

QUYEN NGUYEN

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SKILLS

Hard skills

- Programming Languages
- Data Manipulation and Analysis
- Data Visualization
- Database Management
- Data Cleaning and Preparation

Soft skills

- Analytical Thinking
- Problem-Solving
- Critical thinking
- Collaboration
- Storytelling

Tools and Software

- Python
- SQL
- Tableau
- Power BI
- Google Sheets / Excel

PROFESSIONAL EXPERIENCE

Freelance Data Analyst

05/2024 – Present

- **Project Analysis:** Analyzed client project briefs to understand business problems, identified key requirements, and aligned data analysis to meet client objectives.
- **Data Cleaning & Preparation:** Cleaned, merged, and modeled datasets using Google Sheets, SQL and Python to prepare data for in-depth analysis, ensuring accuracy and consistency.
- **Data Analysis & Insight Generation:** Conducted data analysis using Python to identify trends, inconsistencies, and key drivers, delivering actionable insights that addressed the client's business questions.
- **Visualization & Dashboard Development:** Delivered data visualizations and well-structured dashboards using Tableau and Power BI to provide effective insights and comprehensive view of real-time monitoring.
- **Recommendation:** Summarized findings and formulated strategic recommendations based on data analysis, helping clients address root causes and optimize their business strategies.

Recruitment Analyst Executive

01/2022 – 04/2024

GemCommerce – Top 5 E-commerce Page Builders on Shopify

Analytics tasks (60%)

- **Business Understanding & Communication:** Collaborated with cross-functional hiring managers to identify recruitment needs and develop tailored strategies, reducing time-to-fill by up to 30% for key roles.
- **Optimize Data Systems:** Implemented and automated an Applicant Tracking System (ATS) in ClickUp, cutting recruiters' manual data updating time by 2 hours per day and streamlining candidate tracking.
- **Data Preparation & Report Building:** Prepared data for weekly reports and built dynamic dashboards in ClickUp providing managers with real-time tracking and actionable insights for swift decision-making.
- **Data Quality Monitoring & Auditing:** Collected, cleaned, and maintained candidate datasets comprising over 100,000 records from 5 different recruitment platforms ensuring integrity and accuracy of the database management within ATS (ClickUp) and Airtable.
- **Research & Decision Support:** Conducted data-driven analysis and provided the COO with actionable recommendations on balancing outsourced customer service and internal resources to reduce 30% operational costs.
- **Data Interpretation & Actionable Insights:** Analyzed tracking data from Google Analytics and Meta Business Suite to optimize advertising cost, tripling page followers and website traffic within 6 months.

Other tasks: (40%)

- **Recruitment Process:** Managed full-cycle recruitment for tech and non-tech roles, including niche hunting and mass recruitment efforts.
- **Social Media Strategy:** Conceptualized online advertising initiatives and created promotional content to boost social media presence and brand recognition.
- **Website Rebranding:** Led the complete rebranding of the company website, overseeing visual design, UX/UI improvements, and technical operations, resulting in enhanced user experience and 30% increase in website traffic.

CERTIFICATION

Google Data Analytics Professional Certificate

Certification provided by Google

Python for Data Science, AI & Development

Certification provided by IBM

Getting Started with Data Analytics on AWS

Certification provided by AWS

EDUCATION

Foreign Trade University

2016 – 2020

Bachelor's in Business English