

# HUNG TRUNG NGUYEN

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## EDUCATION

### BOSTON UNIVERSITY

M.S. in Applied Business Analytics (ABA)

Boston, MA

Expected January 2026

### UNIVERSITY OF TECHNOLOGY SYDNEY (UTS)

Master of Property Development and Project Management

Sydney, AUS

2019 - 2024

## SKILLS

**Languages:** Python, R, SQL

**Database:** MySQL, SQLite, Google BigQuery

**Analytics Tools:** Power BI, Tableau, RStudio, Jupyter, Excel (Pivot, VBA, Solver)

**Other:** Data Visualization, ETL Automation, Business Modeling, Statistical Forecasting

## WORK EXPERIENCE

### TEACHING ASSISTANT - PYTHON & SQL FOR BUSINESS ANALYTICS

Boston University

BOSTON, MA

(Sept 2025–Present)

- Support 30+ graduate students in Python scripting, SQL querying, and data modeling labs.
- Grade course deliverables, clarify concepts in loops, conditional logic, and analytics integration.
- Collaborate with my Professor to update lecture materials and assist in project evaluation.

### DIGITAL MARKETING DIRECTOR – MARKETING DEPARTMENT

Tin A Co., Ltd

HCMC, Vietnam

March 2024 – March 2025

- Led international market entry strategies for sectors including renewable energy and healthcare tech, using market research and sales data to optimize targeting by 20% across Alibaba platforms
- Ensured compliance and streamlined logistics for 7 import/export operations shipments per month, improving operational efficiency
- Facilitated market entry for innovative products, such as medical imaging solutions, sustainable automotive technologies, and premium food products, securing 5 new orders and partnership contracts across key industries

### DATA ANALYST-FINANCE DEPARTMENT

Marriott Bonvoy-Renaissance Riverside Sai Gon

HCMC, Vietnam

March 2022 – July 2023

- Supported revenue optimization projects with cost-trend analysis and scenario modeling, contributing to approximately 20% revenue uplift each quarter
- Collaborated with accounting to ensure data integrity with conditional formatting and pivot tables in Excel, reducing inventory stock errors by 5%
- Provided ad-hoc data requests for various teams; automated 10+ business-wide reporting workflows with macros, cutting 3 hours of manual work each week

### MARKETING & PROJECT DEVELOPMENT COORDINATOR

Thang Uy Group - Thang Uy Trading Co., Ltd.

HCMC, Vietnam

March 2021 – March 2022

- Supported managing directors in conducting multiple market research and competitive analyses to inform EV infrastructure development and planning
- Assisted in launching a business development campaign for electric scooters in Ho Chi Minh City, engaging 5 different potential investors and early-stage customers
- Coordinated with multinational clients from Singapore, Korea, and Israel to support business expansion and facilitated partnerships with local partners

## PROJECT EXPERIENCE

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### BOSTON UNIVERSITY 2024 SYMPOSIUM ON ENTREPRENEURSHIP & TECHNOLOGY

#### *Enterprise Analytics System: Bridging Innovation and Technology for Next-Generation Entrepreneurship:*

- My research paper explores transformative AI-enabled Enterprise Analytics Systems (EAS), highlighting how advanced analytics, AI, blockchain, and enterprise architecture modeling drive innovation, operational efficiency, and strategic decision-making across industries, particularly in manufacturing and entrepreneurship. It also addresses practical solutions for SMEs and startups, emphasizing scalable strategies, government collaboration, and skill development to integrate EAS and sustain a competitive advantage effectively.

### MICROBREWERY STRATEGIC AND QUALITY CONTROL ANALYSIS

- Developed strategic and operational plans for launching a microbrewery in Houston, TX by integrating Decision Tree Analysis for financial modeling and Linear Programming for production optimization, ensuring profitability and scalability via Python.
- Applied decision trees, break-even and risk analyses, and linear programming to enhance operations, while using hypergeometric models and MonteCarlo simulations (1,000+iterations) to assess quality control and microchip defects in brewing systems.
- The project strategically targets Houston's vibrant craft beer market through innovative digital marketing campaigns, community-driven initiatives, and sustainable practices, aiming for profitability by year two and a 15% ROI by year three.

### CRUISE INDUSTRY MARKET ANALYSIS

- Conducted data-driven analysis in Python to identify market trends and segment customers for more targeted marketing strategies
- Applied K-means clustering, conjoint analysis, and A/B testing to prioritize features and optimize luxury cruise positioning, driving customer engagement and sales

### AIRBNB MARKET ANALYSIS

- Prepared and visualized Airbnb listing data, incorporating geospatial analysis to uncover location-based pricing trends and market dynamics
- Built predictive regression models to identify key price drivers, and used clustering (PCA, K-means) and classification methods (Naïve Bayes, KNN, Decision Trees) to segment users, enhance perceived value, and support pricing.

### NORTHWIND DATA ANALYSIS

- **Led an end-to-end SQL - Python analytics project for the Northwind dataset:**  
Wrote production-style SQL with CTEs and window functions to rank employee sales, quantify month-over-month trends, identify top products by category, and segment customers by average order value; automated the pipeline in Python (pandas) and delivered clear, boardroom-ready visuals (Matplotlib) that highlighted seasonality, inventory priorities, and high-value accounts.
- **Built reproducible modeling & reporting workflows:**  
Prepared a clean feature table from raw tables, evaluated predictive prototypes in scikit-learn, generated “what-if” predictions for stakeholder scenarios, and packaged insights in a concise report and slide deck—turning millions of rows into actionable recommendations for sales targeting, campaign timing, and inventory planning.