

# Mia Mac

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[Portfolio: https://miamac1506.github.io/MacMia.github.io/](https://miamac1506.github.io/MacMia.github.io/)

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## EDUCATION

**Dickinson College** (2020 - 2024)

B.A, Quantitative Economics and Psychology

Relevant Coursework: Advanced Econometrics, Behavioral Economics, Applied Empirical Data Analysis, Analysis of Psychological Data, Data Statistical Analysis, Multivariable Calculus, Accounting

## SKILLS

- Technical: Power BI, SQL, Python, Tableau, Stata, SPSS, Qualtrics, Microsoft Office Suite (Word, Excel, PowerPoint)
- Language: English (fluent), Vietnamese (native)

## WORK EXPERIENCE

### KPIM Joint Stock Company

Business Intelligence Consulting Intern

April 2022 – Present

- Collaborate with 10 people from client's cross-functional departments, including Sales & Marketing team, to enhance a Customer Relation Management report dashboard for a medical device manufacturer by employing **Power BI** features like Drill-down, Tooltips Page, Drill-through, Buttons, and Bookmarks.
- Developed and managed over **10** reports and dashboards to analyze the sales funnel, targeting a **30%** improvement in marketing decision-making efficiency and supporting a privacy-first approach in data handling and international audience strategy expansion.
- Utilized **Excel** and **SQL** for data manipulation, including V-LOOKUP, Pivot Tables, and data cleansing techniques, to create and maintain a dynamic dashboard for a bike company, managing a complex dataset of over 10 sheets 30,000 columns by effectively joining multiple data sources to analyze and present sales metrics, enabling swift adaptation to new data and resulting in a **20%** increase in sales across various products and regions.
- Developed a **Power BI** dashboard to evaluate promotional campaign efficiencies across multiple digital media platforms, processing an extensive dataset of over 70,000 rows and 11 sheets to enhance audience segmentation and targeting.
- Directed the complete lifecycle of the data-driven project, providing key insights on click rates, views, and conversion metrics that led to a **25%** improvement in marketing optimization and adjust marketing mix.

### Ernst & Young, Hanoi, Vietnam

Business Analyst Consultant Intern

Jun 2023 – Aug 2023

- Utilized **Excel** and **Python** to analyze and improve credit risk data for two banking clients, successfully integrating Basel III standards in Vietnam and enhancing data-driven decision-making by **20%**.
- **Maintained detailed documentation** for all projects, ensuring accuracy and ease of access for future reference.
- Delivered presentations and reports using **PowerPoint** to introduce **machine learning** techniques like XGBoost, Decision Trees, LIME, and SHAP, effectively communicating complex data-driven insights to stakeholders to optimize credit risk predictions and enhance the firm's analytical capabilities.

### Vietnamese Language Studies, Ho Chi Minh City, Vietnam

Marketing Analyst

Sep 2020 – Dec 2020

- Promoted Vietnamese culture by providing short Vietnamese lessons to foreigners through social media and organizing Vietnamese traditional events, attracting **14,000+** followers and **13,000+** likes for the page.
- Assisted in coordinating the Autumn Festival by utilizing **Excel** to manage records of equipment and gifts for **1,000+** children, improving the efficiency of the recording process by **15%**.

## OTHER EXPERIENCE

### Dickinson College, United States

Lead Campus Security Authorities

Jan 2023 – May 2024

- Led a team of 14, managing recruitment, training, and task delegation to optimize campus security operations and ensure compliance with safety standards.
- Managed access, conducted inspections, and provided security for critical campus properties and 200-people events, enhancing overall safety and order.