

NGUYEN (TOM) VO

Vietnam (+84) 92 287 2032

minhnguyen2712.work@gmail.com | [linked in.com/in/neyung](https://www.linkedin.com/in/neyung) | github.com/Neyung

SUMMARY

I am Nguyen (Tom), a passionate data enthusiast with over 1 year of experience in the data industry and more than 2 years of continuous learning and application research in this field. I thrive on bringing vibrancy and flexibility to every number, believing that solving a problem is not about perfection but about delivering solutions that are relevant, actionable, and easily understood by stakeholders. My approach to business challenges revolves around using data and algorithms to craft insightful solutions, and I am eager to apply my skills to drive meaningful value for clients.

KEY COMPETENCIES

- CRM Optimization
- Data Analysis
- Predictive Analytics
- Supply Chain Management
- Data Reporting
- Market Research
- Data Management
- Statistical Analysis

WORK EXPERIENCES

GSi GROUP LLC (HCM) – DESIGN (AEC) INDUSTRY

ON-SITE

CRM cum Data Analyst

Apr 2024 – Present

Salesforce Optimization

- Managed 6 Salesforce Systems: Standardized data groups, formats, and labels, reducing data processing time by 62.7%, as shown by Sales, Marketing, and BD KPIs.
- Onboarding Efficiency: Developed concise Salesforce guides, cutting onboarding time by 30%.

Data Management & Utilization on Odoo

- Organized Data Infrastructure: Restructured Odoo’s data system with auxiliary tables, categorization, and labeling, achieving 100% management of business data (Leads, Contacts, Accounts, Pipeline, Quotations).
- Boosted Data Usage: Enabled 87.1% utilization of MQL data for marketing, increasing campaign frequency from 4 to 15 and improving MQL-to-SQL conversion by 44.7% in Q1 and 39.2% in Q2.

Dashboard Automation & Reporting

- Automated Reporting: Converted 70% of manual reports into real-time dashboards by linking Odoo data to Grafana, saving 13.5 staff hours weekly. Added dashboards in Looker-Google Analytics and PowerBI.
- Enhanced User Behavior Insights: Identified new traffic sources, increasing website reach by 22%. Launched 4 additional short-term campaigns with a conversion rate of 27.2% (previously 11.6%).

Lead Conversion & Case Study Development

- Improved Lead Management: Developed 3 lead-to-opportunity case studies, leading to immediate implementation. Boosted lead conversion rate from 8% to 32% by Q3 and lead response rate from 6% to 41.2%.

V&U ECOMMERCAL (TAY NINH) – FASHION/RETAIL INDUSTRY

HYBRID

Product Analyst (Pilot Phase)

May 2024 – Jul 2024

- Customer Feedback Collection & Analysis: Gathered and analyzed feedback from 500+ trial customers, identifying key factors driving purchasing decisions—product quality, design alignment with needs, and value for money—leading to product optimization pre-launch.
- Market Segmentation Refinement: Refined customer segmentation, increasing groups from 3 to 4, improving marketing strategies and cutting projected ad costs by 15%.
- Sales Data Monitoring & Trend Analysis: Monitored trial sales for 3 months, achieving 85% accurate demand forecasting (first 2 months), reducing inventory costs by 10%, and optimizing distribution strategies.
- Supply Chain Optimization: Leveraged BPMN and SCOR models to assess supply chain efficiency, reducing operational costs by 16.3% and improving on-time delivery rates to 88% for trial orders (2nd month), with 92% positive customer feedback on delivery service.

WORK EXPERIENCES

V&U ECOMMERCAL (TAY NINH) – FASHION/RETAIL INDUSTRY

HYBRID

Market Research Analyst (Pre-Launch Phase)

Sep 2023 – Mar 2024

- Survey Design & Implementation: Designed and launched targeted surveys, gathering insights from 1,000+ respondents across various demographics, enabling a deep understanding of customer behavior and preferences prior to product launch.
- Advanced Statistical Analysis: Analyzed over 5,000 survey responses using SPSS, Python, and SmartPSP. Applied advanced statistical techniques (Cronbach’s Alpha, KMO, SEM) to validate data with 95% confidence.
- Predictive Machine Learning Models: Built predictive models with 85% accuracy to forecast customer behavior, collaborating with the development team to create user-friendly demo interfaces and comprehensive guides.
- Strategic Brand Insights: Identified 3 key customer segments and refined brand positioning, boosting customer targeting efficiency by 25% compared to the initial strategy, based on feedback from test groups.

THAC MO HYDRO POWER JSC (BINH PHUOC) – ENERGY INDUSTRY

ON-SITE

Research & Data Management Intern

Nov 2023 – Feb 2024

Main Activities

- Executed over 100 SQL queries, involving database creation and updates.
- Utilized Python, R, SQL, and Excel for daily data analysis, generating 50+ detailed reports.
- Designed 30+ dashboards and reports using Tableau and Power BI.
- Applied statistical analysis to 80% of the data, drawing conclusions and proposing improvements.

Research Activities

- Proposed machine learning application for water flow prediction.
- Researched water quality prediction using deep learning and machine learning.
- Developed an automated data aggregation system.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF ECONOMICS (HCMC) – UEH

2021 – 2024

Major: Data Science

GPA 3.8/4

- Top 5 GPA in Data Science
- 100% specialized projects scored A
- Have a scientific research project recognized

TOEIC – 735

2023

A LEVEL – OFFICE INFORMATION TECHNOLOGY

2009

AWARDS

2024 • LEVEL C – EXCELLENT YOUNG RESEARCHERS

2023 • EXCELLENT ASSIGNMENT

TOOLS & SKILL

- Salesforce
 - Odoo
 - Grafana
 - Looker Studio – Google Analytics
- Ahrefs (SEO)
 - SmartPLS/ IBM SPSS/ RStudio
 - Python/ C#
 - Power BI – Microsoft Office

REFERENCES

THAC MO HP JSC	V&U ECOMMERCAL
Mr. Sinh Pham Van Head of IT (+84) 97 807 2909	Ms. Uyen Vo Thi To Head of Accounting (+84) 34 746 4799
Mr. Trung Dau Dinh Former Head of Accounting trungdd@tmhpp.com.vn	