

WENDY DO

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SUMMARY

Data-driven and customer-focused Analyst with over 2 years of experience in data analytics and customer-centric environments, adept at transforming complex datasets into strategic insights that drive acquisition, retention, and loyalty. Proficient in SQL, Excel, Power BI, Tableau, Python, and R. Skilled at conducting advanced analytics, building dashboards to deliver fact-based strategic recommendations. Adept at identifying and resolving data gaps, optimising data quality, and working in collaborative environments to provide timely, high-impact solutions. Recognised for strong stakeholder management, communication skills, and a proactive approach to continuous process improvement.

SKILLS

Data Analysis & Learning Evaluation: Expertise in educational program evaluation and quality assurance.

Programming Languages: Python, R, SQL.

Data Visualisation & Business Intelligence: Power BI, Tableau.

Database Management Systems: Snowflake, SQL Server, Oracle, Big Query.

Web Analytics: Google Analytics, Google Tag Manager.

Project Management Tools: MS Excel, PowerPoint.

Interpersonal Skills: Teamwork, problem-solving, time management, written and verbal communication, critical thinking, self-learning, self-motivation, self-starter, adaptability, continuous learning, attention to detail, collaboration, flexibility, leadership, analytical thinking.

WORK EXPERIENCE

PTE Master

Data Analyst

Jan 2024 – Present

Melbourne, Australia

- Conducted in-depth research and market analysis to identify new market opportunities and key educational trends aligned with business strategy and scope, strengthening the company's market expansion strategy and reaching over 10,000 new users.
- Proactively collaborated with cross-functional teams, including product development, marketing, data engineers and other key stakeholders, to validate data requirements and ensure seamless integration of data from various sources (static files, databases, and multiple applications). This collaboration with business needs improved data accessibility, and reduced data retrieval time by 40%.
- Provided detailed research, insights, and analysis across key categories and customer segments to sales and marketing teams, enhancing targeted outreach and customer acquisition strategies, resulting in a 25% increase in lead conversion rates.
- Tracked educational and industry news to extract valuable insights supporting growth strategies and staying informed about the latest developments in the exam preparation industry. This led to the implementation of three key initiatives: launching a personalised PTE preparation program, developing a mobile application for exam practice, and establishing partnerships with local educational institutions.
- Supported the business development team with data extraction, briefings, proposal development, and cost/margin analysis, contributing to sales target achievement and a revenue boost of 18%.
- Developed and maintained interactive Power BI dashboards and reports, providing essential data and insights to strategically enhance storytelling for company services, student engagement, and the educational ecosystem.
- Utilised Python in Power Query Editor for data transformations and analysis, optimising data structures for improved performance and accuracy.
- Resolved data-related issues in the UAT environment by collaborating with data engineering teams to maximise the effective use of analytics tools, resulting in an 80% reduction in issue resolution time and ensuring 99% system uptime.
- Created comprehensive documentation and presentations to deliver actionable insights, strategic recommendations, and key business metrics to both technical and non-technical audiences, driving analytics solution development and supporting decision-making processes, which contributed to a 16% increase in strategic initiative success rates.

Jung Talents

Marketing Insights Analyst

Jan 2023 – Dec 2023

Melbourne, Australia

- Collected and prepared data from Google Analytics and various sources such as Meta Ads for analysis, aligning with the marketing plans and business strategies, enhancing data accuracy and consistency by 25%.
- Monitored and analysed website performance and consumer behaviour using web analytics tools to generate market research insights, leading to a 22% increase in conversion rates and improved customer experience.
- Conducted A/B tests and in-depth customer analysis, mapping customer journeys to uncover quantitative insights into engagement and segmentation, resulting in a 27% increase in customer engagement.
- Utilised SQL to extract and analyse sales data from a relational database, ensuring data accuracy and seamless data flow for strategic planning, process improvements and revenue growth strategies, contributing to increased revenue.
- Designed and developed interactive Tableau dashboards to showcase digital marketing performance and key metrics, delivering actionable recommendations that optimised marketing strategies and enhanced client growth.
- Used research and insights to demonstrate an in-depth understanding of brand marketing challenges, contributing to a 23% increase in performance indicators.
- Collaborated cross-functionally in an agile environment to gather, manage user requirements and deliver data-driven solutions, resulting in a 27% increase in customer engagement, and optimising team processes.

ILA

Marketing Analyst

Jun 2017 – Jun 2019

Binh Duong, Vietnam

- Conducted market research and data analysis to identify trends, opportunities, and key insights, supporting strategic decision-making for business growth, leading to a 40% increase in student enrolments.
- Managed and analysed customer data using Google Analytics, providing actionable insights into customer behaviour and preferences to enhance marketing strategies and improve targeting, resulting in a 30% improvement in campaign effectiveness.
- Collaborated with cross-functional teams, including sales, marketing, and operations, to execute over 30 marketing initiatives, significantly increasing brand awareness and engagement.
- Developed and maintained reports and dashboards to track key performance indicators (KPIs), enabling data-driven evaluations and optimisations, leading to a 28% boost in marketing efficiency.
- Monitored industry trends and competitor activity to extract valuable insights, guiding data-driven marketing strategies that attracted 1,000+ new customers monthly.
- Enhanced internal relationship management by facilitating communication between departments, improving efficiency and collaboration in achieving business objectives, reducing project delivery times by 15%.
- Identified innovative marketing solutions and emerging trends, contributing to the development of strategies that enhanced operational effectiveness, continuous improvement and sales growth.
- Analysed customer feedback and market insights to enhance marketing messaging and campaign performance, improving customer engagement and satisfaction.

EDUCATION

Monash University

Master of Data Science

Mar 2021 – Dec 2023

Melbourne, Australia

Oxford Brookes University

Master of Marketing and Brand Management

Sep 2019 – Sep 2020

Oxford, UK

Eastern International University

Bachelor of Business Administration

Sep 2014 – Sep 2018

Binh Duong, Vietnam

References are available on request.