

WENDY DO

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SUMMARY

Experienced in manipulating and analyzing complex datasets using Python, R, and SQL to extract actionable market insights and streamline data processes. Demonstrated success in employing data-driven strategies to inform business decisions and improve reporting systems in alignment with strategic goals. Proficient in creating advanced data visualizations with Power BI and Tableau, transforming raw data into compelling visual narratives that drive stakeholder engagement and understanding. Skilled in applying best practices for digital marketing campaigns and thriving in dynamic environments, fostering a culture of innovation and excellence.

WORK EXPERIENCE

PTE Master

Mar 2023 – Present

Data Analyst

Melbourne, Australia

- Utilized databases using SQL Server, ensuring data integrity, security, and efficient retrieval for analytics purposes.
- Utilized Python for data checking process, enhancing data accuracy and data integrity for analysis.
- Designed and maintained interactive Tableau dashboards, providing actionable insights, meaningful recommendations to stakeholders and improving data-driven decisions and solutions.
- Collaborated with data engineers to extract SQL views after data modelling, and create connection with dashboards, ultimately ensuring stable connection between database and dashboards.
- Coordinated with product managers to understand project requirements and scope, prioritising and addressing issues identified during QA and UAT phases.
- Provided post deployment support and troubleshooting assistance to resolve any issues for Tableau dashboards that arose in the production environment.
- **Technical skills:** Python, SQL Server, Tableau, Jira.
- **Soft skills:** Teamwork, Time management, Problem solving, Report writing, Presentation.

Jung Talents

Jan 2022 – Dec 2022

Marketing Data Analyst

Melbourne, Australia

- Utilized Python and SQL to extract, clean, and analyze marketing campaign data from various sources, ensuring data integrity and accuracy for strategic planning.
- Designed and developed interactive Tableau dashboards to visualize monthly sales reports, providing actionable insights to marketing teams and senior managers.
- Collaborated with marketing, sales, and product teams to optimize campaign targeting and segmentation, resulting in a 27% increase in customer engagement.
- Monitored and analyzed social media metrics using Google Analytics, providing insights to enhance social media strategies and boost brand presence.
- **Technical skills:** Python, SQL, Tableau, Google Analytics, Strategic planning.
- **Soft skills:** Teamwork, Time management, Decision making, Written and verbal communication.

ILA

Jun 2016 - Mar 2017

Marketing Assistant

Vietnam

- Developed comprehensive management plans, marketing strategy and segments using Excel, resulting in optimal increases in student enrolment through optimised outreach and engagement strategies on Facebook ads.
- Aligned educational offerings with market trends and student demands, attracting over 500 new students.
- Collaborated with cross-functional teams to organise more than 30 outdoor and indoor marketing events, using strategic planning tools to significantly boost local awareness and business growth.
- **Technical skills:** Excel, Statistics, Social media marketing, Market analysis, Customer insights analysis and key performance indicators (KPIs).
- **Soft skills:** Teamwork, Time management, Research, Creativity, Decision making, Communication.

SKILLS

Programming Languages: Python, R, SQL
Data Visualisation: Tableau, Power BI
Web Analytics: Google Analytics
Microsoft Office tools: Excel, Word, PowerPoint
Soft Skills: Analytical skills, Teamwork, Problem-solving, Attention to detail, Time management, Communication, Collaborative skills, Continuous learning, Flexibility

EDUCATION

Monash University <i>Master of Data Science</i>	Mar 2021 - Dec 2023 <i>Melbourne, Australia</i>
Oxford Brookes University <i>Master of Marketing and Brand Management</i>	Sep 2019 - Sep 2020 <i>Oxford, UK</i>

ACHIEVEMENTS

Certified in 2024, Advanced Google Analytics	<i>Issued by Google</i>
Certified in 2024, Fujitsu's Technical (Data Analysis) Virtual Experience	<i>Issued by Prosple</i>
Certified in 2024, MECCA's Graduate Rotation (Business Analyst) Virtual Experience	<i>Issued by Prosple</i>