THEO PHAM

13 Gertrude street Preston | +61 450802933 | thiiphamm@gmail.com

PROFILE SUMMARY

Recent graduate from Deakin University with a Bachelor in Business Analytics, including a strong foundation in agile project management, and expertise in data analysis and visualisation. The academic journey has been enriched with hands-on experience in predictive modeling and market research, complemented by two years of professional experience in business administration. Demonstrated capabilities include exceptional teamwork and the ability to adapt effectively to diverse work environments.

PROFESSIONAL SKILL

Team Work	Attentive Listening
Interpreting	Punctual

TECHNICAL SKILL

Power BI	Project Management
Data Analysis	UX Design

EDUCATION

Bachelor degree of Business Analytics   2020 - 2023
Deakin University, Melbourne

Bachelor degree of Business Administation   2018 - 2020
Ho Chi Minh International University, Ho Chi Minh City

People Analytics   2022
University of Pennsylvania, Coursera

Customer Analytics   2022
University of Pennsylvania, Coursera

https://www.linkedin.com/in/hoang-thi-pham/

KEY COURSE AND ACCOMPLISHMENTS

Agile Project Management:
- **Group Assignment Excellence**: Scored 90/100 in a project management unit, demonstrating leadership and mastery in Agile methodologies. Led the Agile App Development Team (AADT) in a comprehensive case study, creating a project management report and presentation for a prototype suite of mobile apps tailored for a festival.
- **Food Stall App Development**: Our subgroup focused on developing an app for food stalls, starting with 80 user stories to encapsulate diverse scenarios and user perspectives. We prioritized tasks for each sprint, ensuring timely completion, and conducted regular stand-up meetings and Sprint Retrospective meetings to sync team efforts and improve efficiency. You can view our work via this link: Moqups Project.

UX Fundamentals – Personal Artist Website Project: Achieved a Distinction in creating a captivating artist's website using Figma, aimed at connecting the artist with his audience and showcasing his musical journey and upcoming tours. Demonstrated design proficiency by effectively utilizing Figma's add-ons for color contrast, iconography, and image refinement, ensuring an intuitive, accessible, and aesthetically pleasing user experience. View the final design here.

Real-world Analytics Application:
- **Education Industry Analysis**: During an internship, I analysed the decline in Australia's international student enrolment, identifying underlying factors beyond Covid-19, provided insightful visualisations, and suggested solutions to the client in the education sector.
- **NGO Operational Enhancement**: Contributed to an NGO aiding at-risk populations in developing nations by creating a living document to analyze the team's skills and performance. Over 60% of my recommendations were adopted, enhancing the NGO's operational efficiency.

WORK EXPERIENCE

Data Analyst Intern   03/2023 - 06/2023
Deakin University, Melbourne
- **Advanced Tool Utilization**: Played a crucial role in identifying and explaining the decline in international student enrollment in Australia, extending beyond the impacts of Covid-19. Leveraged PowerBI for data visualization, transforming raw, complex datasets into user-friendly, interpretable graphics. I further enhanced the analysis by implementing Machine Learning techniques, including Sentiment Analysis and Word Cloud, to extract nuanced insights from unstructured data.
- **Insightful Reporting**: The clear, comprehensive insights derived from my analysis were pivotal in empowering the client with knowledge. This facilitated informed decision-making, allowing them to strategically address the challenges at hand and make necessary adjustments to their international engagement and recruitment strategies.

Data Analyst Intern   07/2023 - 10/2023
WaterAid Australia, Melbourne
- **Operational Enhancement through Analytics**: Developed a comprehensive living document to visualize and analyze team skills and performance, aiming at operational sufficiency in aiding at-risk populations in PNG, Cambodia, and Timor-Leste.
- **Impactful Recommendations**: Successfully influenced operational strategies with more than 60% of the proposed solutions and insights being adopted by the client, showcasing an aptitude for creating actionable and valuable analysis.

REFEREES

Tyler Huston | HR Specialist for Defense Logistics Agency – United States Department of Defense
Phone Number +1 616-255-3264
Email: 2tyhuston@gmail.com

Chris Wootton | Supervisor for Deakin Freelancing HUB
Phone number: 0422 654 424
 Email: c.wootton@deakin.edu.au